

PRINTERS' INK

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B. A. I. S. 1920 with N. W. Ayer & Son

*It was Arnold who
brought them together*



WHEN Style, that mysterious autocrat of the smart world, edicts, every consideration but appearance is forthwith sacrificed upon its altar. Especially has this been the case in the matter of footwear.

At the summons of Style, shoe manufacturers have followed sheep-like to promised popularity. Anyone attempting a compromise between Style and comfort has invited a poor season.

Several years ago the M. N. Arnold Shoe Company discovered a basic comfort construction that adroitly unites with Style. It is the famous Arnold Glove-Grip feature, which insures foot serenity and around which can be built all the voguish requirements of the moment's mode.

Arnold advertising accents the union of comfort and Style. Each succeeding season finds Arnold shoeing more women and more men in pattern-plate smartness and conscious comfort.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



Edison Radio and Radio Phonograph Combinations, latest products of Thomas A. Edison, Inc., are being introduced to an expectant public by means of advertising based upon an Interrupting Idea. Federal Advertising Agency, Inc., of 6 East 39th Street, New York.

PRINTERS' INK

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VOL. CXLV

NEW YORK, NOVEMBER 8, 1928

No. 6

100 Checking Points for Salesmen

Sales Managers Should Have Assurance That the Men under Them Have the Right Attitude on These Topics

By M. L. Wilson

The Blackman Company

These 100 points are not meant for the experienced salesman, who is getting along all right, but for the salesman who is not moving ahead as fast as he thinks he ought to go. They may prove useful to the young salesman just starting out. There are but 100 points listed here. Every salesman who reads them can undoubtedly add many more. They are not designed to cover every phase or contingency in selling. In the main they are intended as thought starters. If one or two of them fit the reader pat and lead him to better practice and bigger success, the writer will be amply rewarded for the thought and labor involved in compiling them. The sequence is purposely loose; also the construction is purposely dogmatic, interrogative or epigrammatic.—*The Author.*

1.

THE interests of the house and the interests of the sales force are one. Placing the immediate apparent interests of the house before the interests of the individual has marked the starting point to success of many a salesman.

2.

Unless the house and all that it stands for is sold along with the goods, the sale is but half made.

3.

When a house is progressing, its ambition is broadening. The salesman who fails to notice and keep up with this expansion will presently find himself out of the running.

4.

"Poking fun" at the house or "joshing" the customer can reach the point of out and out disloyalty to the house or an unforgivable offense to the customer.

5.

It is not a sign of weakness when

you draw lavishly upon knowledge superior to your own.

6.

There is usually one outstanding figure in a firm. Find him, analyze his success and the motives behind his accomplishments and use the result of your analysis. Don't try to be *him*. You can't. Apply in your own way what you learn from him.

7.

Do you find the word "policy" hazy? It's the motivating force that runs right through the business as instinct runs through your veins to make you a gentleman—check up with this as a standard.

8.

Take nothing for granted. If you don't understand the "rules of the house"—its traditions and objectives—don't stop until you do know them and believe in them.

9.

To be able to accept gracefully without reservation the judgment

of the house in a disputed point is no mean accomplishment.

10.

Accomplishment is the best antidote to that feeling that the house does not appreciate you. It is up to you whether you are promoted or not. Advances are seldom anything more than forcing the employer's hand, by performance.

11.

The place to discuss real trouble is at headquarters. To talk about real trouble elsewhere is disloyal to house interests and your own.

12.

Many a manufacturer is getting gray trying to keep up with the ever-changing problems of distribution. Interest in and study of the subject may bring you unexpected rewards.

13.

A request for outside information from headquarters may call for your attention because the request is reasonable; discussion, if it is obscure, and a clear statement of protest if it cannot be complied with. Silence, never.

14.

It is easy to get on the side of the customer *against* the house. Commitments based on such an attitude invariably place the house in an impossible position and eventually will place you in a bad light, too.

15.

Letters to the house can be wandering nothings or blurbs. They can also be the strongest link between the salesman and headquarters. If you can't write a decent letter, learn how.

16.

It's all right to look to the house for equipment, but you must develop your own success. Grasping every opportunity makes one a self-starter.

17.

Your house gets its picture and knowledge of you and your aspirations by what you do or by what you say. Never forget that!

18.

It is well to remember that the house makes the goods you sell and that without the house you would

not be drawing the pay you do. A general recognition of the part the house takes in your success will win you friends higher up.

19.

Beefing about the size of your territory, be it too large or too small, will do no good. Study the situation fundamentally and present the whole story to headquarters.

20.

There is no more difficult position than that of sales manager, nor one that can be more easily made or marred by his staff. If you are "out of tune" with him, find out why and get "in tune."

21.

Be loyal! A sales manager may not seem to know as much as you. But he probably knows more. What he is willing to give—take. Give it at least a fair trial.

22.

Sales meetings are meetings which belong to the salesmen. To sit like a bump on a log and say nothing is to turn down a real opportunity. Be sure you have something logical to contribute; don't just "talk."

23.

A mastery of what is back of the advertising is a good investment. Advertising, when discussed with the trade, can be made either a boomerang or a help. There is a right and a wrong way to sell it.

24.

To read a business paper regularly is to absorb a knowledge of your industry that will be unconsciously radiated as you talk.

25.

Are you quite sure that you were wise in throwing away that last sales bulletin before reading it?

26.

Right before your eyes in their advertising and store displays, local standing, etc., is the key to your competitors' moves. Are your eyes open?

27.

The most costly thing in selling is supervision. If you need supervision, in undue amount, you are a costly proposition.

SAN FRANCISCO WANTED TO KNOW!

MONDAY—"Air mail" received by our New York office asking specific and immediate information concerning the position of a certain California food product in retail and wholesale markets of the country.

MONDAY TO THURSDAY—Personal calls made on 383 grocery stores and 39 jobbers and chain headquarters in New York, Newark, Philadelphia, Cleveland, Chicago and St. Louis.

THURSDAY—Detailed information wired to San Francisco office, which reported our findings to client the following day.

Generalities might have impressed, but the facts were convincing. Through seven offices, strategically located in major markets of the country, The H. K. McCann Company can obtain its information *first-hand*, and quickly if need be.

THE H. K. McCANN COMPANY

Advertising

NEW YORK
CHICAGO
CLEVELAND

SAN FRANCISCO
LOS ANGELES
SEATTLE

MONTREAL
TORONTO
DENVER

LONDON

PARIS

BERLIN

28.

A walking stick may be a good auxiliary to walking, but a salesman who looks to a special representative to help him "close" is certainly not strengthening his technique.

29.

Baseball players call it "skull practice." Are you constantly studying the equipment which your house furnishes you? You exercise your feet enough. Give your brains a chance.

30.

The salesman who "thinks and thinks" and then acts on broad moves he has thought out forces himself out from the pack.

31.

Technique in selling is just as important as technique in music. Faulty technique in music is improved only by constant practice. The same holds true in selling.

32.

Enthusiasm is the mainspring of productiveness. It stands by the salesman in adversity and sweeps him on to victory.

33.

"Ich Dien" is the motto of the Prince of Wales. It's a good motto for the salesman. It means, "I serve."

34.

Opportunity for sales is always around the corner, especially a new opportunity. Are you looking for it or just trusting to bump up against it?

35.

A merchant has a buying side and a selling side. Reach his selling side—reach it some way by "service" or in helping him sell; anyway but asking him to do something to help your game along.

36.

In figuring out the best way to get into a situation, observation goes hand in hand with thinking—keep your eyes open.

37.

A salesman has the right to expect a welcome from his customer only when he *gives* as well as takes.

38.

Time is valuable. Especially your time. Be sure you are talk-

ing to the right man before you start.

39.

A high-pressure artist may make a man buy whether he will or no; a persuader or adviser gets the order because the merchant wants to give it. The first will not stick—the other will.

40.

Each call has in it the potentialities of good or evil for the house and the salesman. Seldom does "just a call"—"keeping in touch" do half they are credited with.

41.

"To build or not to build—that is the question." When the man you want to see is "out," if it is humanly possible, do something which will build something for the succeeding calls.

42.

The customer always has problems and troubles of his own. When he hears nothing but your troubles you must not blame him for not being much interested. Learn to look at things from his angle.

43.

Buyers are notorious for seeking the lines of least resistance. Are you sure that you did not accept as final a "no" purposely used to get rid of you?

44.

The obvious to you is not necessarily the obvious to the man to whom you are talking. Simple language, naturally spoken, is more convincing than a "spiel" however high fallutin'. Be sure you have all your selling equipment with you all the time.

45.

"Where is all that business you promised me?" asked by a salesman often indicates that he was "easy" and accepted as gospel something that was only a "stall."

46.

One test of a selling talk or an appeal to buyers is this—Is it truthful, is it interesting, do I believe it? Without the last, it amounts to nothing but empty words.

47.

A canvass can be developed. To say that it is as good when you

MILWAUKEE — First City in Diversity of Industry!

400,000 Line Journal Gain---Others Lose!

KEEPING pace with business growth in prosperous Greater Milwaukee, The Milwaukee Journal gained 428,031 lines in local and national display advertising in the first nine months of 1928 over 1927 nine months' totals—in contrast to the other two Milwaukee newspapers' losses of 12,809 and 78,501 lines!

In every classification—national display, local display and classified advertising—Journal lineage exceeded the totals of the other two Milwaukee papers combined!

Sell this rich market through an exclusive schedule in The Milwaukee Journal—read in 86% of all Milwaukee homes!

THE MILWAUKEE JOURNAL
FIRST BY MERIT

WISCONSIN—First State in Value of Dairy Products!

start out as it can be made is to own that you have stopped thinking.

48.

A canvass often repeated may be easy to say, but it sometimes misses an order where an arrestingly new angle would have landed the business.

49.

A green salesman fumbles into a situation obviously showing that he *hopes* for an order. An experienced salesman radiates, by his every word and action, that he *expects* to do business; that is what he is there for.

50.

A veneer of a new idea may make you forget to be practical. Selling must always be a practical proposition.

51.

It is almost a bromide to say that pounding the table and coercion have given way to advice in successful selling, but it is 100 per cent true none the less.

52.

A sales story properly told anticipates many questions and objections—which are thus automatically kept out of the discussion. A flood of questions and objections is usually indicative of a weak presentation.

53.

It is not to be expected that all merchants will like you equally well. One measure of quality in a salesman is his ability to present the house and his merchandise so that he, as an individual, is in the background.

54.

A salesman can be both a representative and a salesman. The point is to avoid good-natured "representing" only when the real business is hard selling.

55.

Running head on into difficult situations without preparation and trusting to luck that everything will come out all right is heroic, but seldom accomplishes the desired result.

56.

The boy is the father of the man. The kid at the door may one day be a buyer. He will remember. It pays in the long run to be courte-

ous and considerate to all alike.

57.

A high-pressure salesman is often temporarily successful, but it is the plugger with the "never say die"—"keeping everlastingly at it" spirit who wins out in the long run.

58.

You needn't be a purist, but "You've said a mouthful"—"I'll tell the world it is," etc., seldom make a sale. The plain story, plainly told without any trimmings is always impressive.

59.

The dictionary's definition of "pitfall" is, "a hidden danger"—such as exaggerated claims—loose conversation—careless promises—offers to render favors or services that are not carried out—too many funny stories—insincerity.

60.

Loose statements such as, "You can't get along without this"—"You can't afford to pass this up" and the like show loose thinking, a scanty vocabulary and a lack of appreciation of the other fellow's intelligence.

61.

Learn the value of under-statement and the weakness of superlative claims—"the world's best," "the most perfect," "the most completely equipped plant in the world," etc. A simple accurate statement carries conviction.

62.

An easy word to say is the word "guarantee." It is unnecessary unless reference is made to a specific document which indicates just what your firm's guarantee covers.

63.

When you say, "I don't quite understand why they do that, but I know it is a fixed rule of the house from which we cannot deviate," the man you are trying to sell is apt to think, "Why don't you?"

64.

Sulking at the credit department simply wastes time. By observation and quick investigation, with a clear report on conditions, credit decisions are sometimes surprisingly easily reversed.

(Continued on page 197)

New England's Second Largest Market

Bought on Merit

The Providence Journal (established 1829) and The Evening Bulletin (established 1863) have never given a premium to a single subscriber nor have they ever conducted a circulation contest.

Their policy is based upon the conviction that newspapers are intended primarily for the dissemination of news—honestly, fairly, completely and impartially; by fair dealing and by prompt service to dealers and subscribers.

That Rhode Islanders prefer these newspapers is proven by the fact they have a greater circulation than the eight other English language dailies in the state combined.

Advertisers also prefer them as advertising mediums as they carry 74% of all the advertising placed in Providence newspapers.

These newspapers offer advertisers adequate coverage of the Rhode Island market at a minimum cost.

Providence Journal Company

Providence, R. I.

Representatives

Chas. H. Eddy Company

Boston New York Chicago

R. J. Bidwell Company

Los Angeles San Francisco Seattle

A Plan That Reduces Waste in Dealer Displays

De Long Checks Up on Each Piece of Display Material and as a Consequence Has Practically Eliminated Waste

By Charles A. Emley

Sales Promotion Manager, De Long Hook & Eye Company

WHOSE fault is it that a certain percentage of the display material distributed by manufacturers is never used?

Can this waste justly be charged to indifference or carelessness on the part of dealers? Perhaps some of it can; but most of it, De Long is convinced from experience and investigation, is chargeable to the manufacturer.

We feel that where many manufacturers fall down is in their failure to follow up on the distribution of the materials. The De Long plan enables us to keep "tabs" on most of the display material we distribute. To begin at the beginning, De Long displays are distributed only among customers who definitely promise to use them. The De Long salesman don't simply ask their customers if they would like to have a display card. They show the card, point out its value as a selling medium if properly used and suggest where it should be set up and how long it should be kept there. Obviously, no matter how attractive a display may be it won't fulfill its mission unless it is set up where a store's customers can see it and *kept there long enough to register.*

As the dealer, like the rest of us, is human and has a multitude of duties to perform every day, he may forget his promise to the salesman. To help him to remember and to resell him on the idea of using the display, we send him a letter like the following and a return postal card on the same day we send the display.

(EXHIBIT A)

It is a pleasure to send you at the suggestion of Mr. (name of salesman) one of the new Delnap display cards. This card costs you nothing. It costs us.....

You'll agree that it is most attractive.

It is printed in ten rich colors. It has life, conveys the idea of quality very well, tells the Delnap story convincingly and is ideal to set up in a window or on a ledge or counter.

Your co-operation in setting it up in a conspicuous place as soon as you receive it will be appreciated. Perhaps you will find it convenient to set it up, with several boxes of Delnaps, in a window for a while.

When you take it out of the window, we suggest that you display it permanently on a ledge or counter where all eyes can see it. If you'll do this we're sure it will help to stimulate your Delnap sales.

Will you please sign and return the enclosed postal card as soon as you receive the display card? Thank you.

The postal card, addressed to De Long, reads:

I have received the new ten-color display card.

It is prominently displayed
on a ledge
on a counter
in a window

Name and address.....

This, however, is only a part of the plan. The names of customers who have received display material are sent to the salesman with instructions to report where in each store the material is displayed, how long the dealer plans to keep it up, etc. If a salesman finds that a dealer is not using a display, and can't be persuaded to use it, he either gives it to another dealer or returns it to us.

De Long seldom sends display material to wholesalers for distribution among their customers. Instead, we send the wholesaler enough material for his showroom and a quantity of return postal cards, each showing illustrations of our various displays, for his salesman. If a dealer wants a display, the salesman checks on the postal card what is wanted, writes the dealer's name and address in the space provided for this purpose and sends the card to

How Detroiters read The News

High Class Zones



9,411 Homes take English paper

8,011 Homes take The News

or 85%

Middle Class Zones



30,208 Homes take English paper

26,289 Homes take The News

or 87%

Laboring Class Zones



9,855 Homes take English paper

8,106 Homes take The News

or 82%

Foreign Population Zones



18,276 Homes take English paper

12,590 Homes take The News

or 69%

To get the "low down" on Detroit reading habits The News canvassed 77,000 homes in all parts of the city. The results concisely given here clearly indicate that Detroit is a one paper city as far as English speaking homes are concerned. Averaged throughout the city at least four out of every five homes taking any English newspaper get The Detroit News.

The Detroit News

The HOME newspaper

New York Office

Chicago Office

I. A. KLEIN, 30 E. 42nd St.

J. E. LUTZ, 6 No. Michigan

us. A display and a letter and postal card are sent direct to the dealer. About three weeks after we receive the return postal card we write the dealer the following letter and send a copy of it to the wholesaler to be followed up by his salesman.

(EXHIBIT B)

On.....we sent you, at the suggestion of (name of wholesaler), one of the new Delnap display cards.

You wrote us that you had placed the card on a ledge in your notion department. Now we're wondering if the card is still there. If so, it is doubtless doing a good job of selling for you.

Many dealers occasionally set up the card, with a liberal quantity of Delnaps, in a window. The rest of the time they keep it displayed on a ledge or counter where it can be easily seen.

As you know, one of the secrets in selling Delnaps is good displays. With your colorful Delnap card you can make many attractive displays which will remind your customers that you can accommodate them with this quality napkin made by a firm they know well.

Won't you please drop us a line—use the back of this letter if you wish—telling us how you are now using the Delnap card?

Thank you very much.

Even though this plan involves a little extra work it pays, for it gives us a fairly accurate check on our display material and practically eliminates waste.

Ingram Account to Pedlar & Ryan

The advertising account of the Frederick F. Ingram Company, Ingram's Shaving Cream and Milkweed Cream, has been placed with Pedlar & Ryan, Inc., New York advertising agency. The Ingram company was recently bought by the Bristol-Myers Company, New York, and moved to New York from Detroit.

E. B. Loveland, Advertising Manager, Stanco, Inc.

E. B. Loveland has been appointed advertising manager of Stanco, Inc., New York, a subsidiary of the Standard Oil Company of New Jersey and distributor of Flit, Nujol and Mistol. He was formerly assistant advertising manager and has been with the company for three years.

W. M. Hines, Publisher, San Francisco Tabloid

W. M. Hines, until recently editor and publisher of the San Francisco *Bulletin*, has formed the W. M. Hines Publishing Company at that city to publish *The Mirror*, a tabloid weekly.

Malcolm Muir, President, McGraw-Hill

The McGraw-Hill Publishing Company, Inc., New York, has separated the offices of chairman of the board and the president of the company, both of which have been held by James H. McGraw. Under a new plan of organization, Mr. McGraw will continue as chairman of the board while Malcolm Muir, formerly vice-president, has been elected president of the company and chairman of its executive committee. James H. McGraw, Jr., vice-president and treasurer, has been elected vice-chairman of the board and chairman of the company's newly created Publishing Committee.

Mr. Muir has been with the McGraw-Hill organization for the last twenty-five years and has been identified with many phases of its activities.

Through merger and purchase in recent months, the McGraw-Hill Publishing Company now comprises nine subsidiary and associated companies.

To Direct All Colgate-Palmolive-Peet Advertising

Lord & Thomas and Logan, Inc., has been appointed advertising counsel on all products bought in the recent merger of the Palmolive-Peet Company and Colgate & Company. This action consolidates all Colgate-Palmolive-Peet Company advertising with the agency that has serviced the Palmolive company for many years as advertising counsel on Palmolive soap and Palmolive shaving cream.

The advertising of Colgate's ribbon dental cream and Colgate's rapid shave cream will be handled by the New York office of Lord & Thomas and Logan. All other products will be handled by the Chicago office.

"The Metal Arts," New Trade Publication

The Metal Arts, published by the Krieger Publications, New York, is a new monthly devoted to the architectural and ornamental metal arts, the first issue of which appeared early this month. Eugene Clute, formerly editor of *The Architectural Review* and *Pencil Points*, is editor.

Gorham Account to J. Walter Thompson

The Gorham Manufacturing Company, Providence, R. I., Gorham silverware, has placed its advertising account with the J. Walter Thompson Company, Inc.

Chewing Gum Account for Eugene McGuckin Agency

The Eugene McGuckin Company, Philadelphia advertising agency, has been appointed to direct the advertising of the Clark Brothers Chewing Gum Company, Pittsburgh.

You hear widespread comment to the effect that advertising is getting more interesting all the time. An equally important tendency is its leaning toward the informative. And the great beauty about this latter is that in order to inform the public, your advertising agent must first inform himself . . . We rather specialize in informing ourselves.

The JOHN H. DUNHAM *Company*
ADVERTISING

TRIBUNE TOWER
 CHICAGO

Announce

COLOR

The Wednesday Midweek Features Section of The Chicago Daily News . . . devoted to books, drama, the arts, society, travel and the interesting things of life . . . has for years been popular with the readers of the Chicago market—effective for its advertisers.

Beginning with the issue of December 5 this section appears in an attractive new dress . . . tabloid in size . . . photogravure in process and offering black and white or black and white with an extra color to those who use its columns.

This new attention-compelling attractiveness combined with the home circulation of The Daily News offers the national advertiser the best advertising buy in years. It will pay you to investigate.

Rates, conditions and an attractive facsimile will be sent on request. Or you may wire, write or telephone any of our offices listed below and our representative will be glad to call and furnish you with full details.

THE CHICAGO

Chicago's Hesperian

*Advertising
Representatives:*

NEW YORK
J. B. Woodward
110 E. 42d St.

CHICAGO
Woodward & Kelly
300 N. Michigan Ave.

Member of the 100 of

209

LOABLOID

PHOTOGRAVURE

*Combined in
an effective
new midweek
medium for
Chicago*



GAILY NEWS

o's H paper

AGO
& Kelly
nigan Ave**DETROIT**
Woodward & Kelly
408 Fine Arts Bldg.**SAN FRANCISCO**
C. Geo. Krogness
303 Crocker 1st Nat'l Bank Bldg.

the 100 of American Cities



bulging barns

Oklahoma farmers are locking their doors on a well rounded crop year.

Wheat, corn, grain sorghums . . . the big feed crop in Oklahoma . . . are well above the five year average.

Cotton picking is well under way and the crop is estimated at 1,210,000 bales. A bumper peanut crop is being harvested.

Dairy cattle are in demand in every section of the state and farmers who have such stock are converting the feed into cash through butterfat.

These farmers' thoughts are now turning to buying . . . and from habit they will make their selections from among the products advertised in THE OKLAHOMA FARMER-STOCKMAN.

184,168 A.B.C. Circulation Each Issue

Carl Williams
Editor

**THE OKLAHOMA
FARMER-STOCKMAN**
Oklahoma City

Ralph Miller
Adm. Mgr.

Published by THE OKLAHOMA PUBLISHING COMPANY
THE DAILY OKLAHOMAN AND OKLAHOMA CITY TIMES
Represented by E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Detroit Kansas City Atlanta San Francisco

Going Modern

Business, Starting Out in a New Direction, Faces New Style Problems

By Abbott Kimball

New York Manager, Lyddon & Hanford Co.

WHAT shall we do about this modern style?

Its tall angular women, its metallic planes, its new gamut of colors? Its strange forms and abstract figures?

How much shall we change the appearance and character of products; the form of containers and cartons? Above all, shall we transform our advertising until it outmoderns Matisse?

In this article I shall endeavor to give certain practical ideas for *applying the modern movement to every-day business.*

But first, let us go back a bit. What brought about this situation? Is it something strange, unheard of? Or has the world been "modern" many times before?

As I see it, there is nothing mysterious about the new movement. It is simply history repeating itself under twentieth century conditions, on a wide scale, and at a typically American tempo.

So-called "period" styles, now so staid and eminently respectable, were, in their day, just as radical departures from the established order of things. The die-hards argued that nothing good could come of these upstart styles. The go-aheads put on full speed, and the world wagged on.

So it was in Italy when, after various bloody wars between dukes and rival States, the leaders of the fourteenth century felt the urge for something new—besides city sacking and poison parties. That impulse showed itself in creative arts and crafts, in an onward drive of science—in a thirst for expression that spread to France, to Germany and across the channel to England.

Renaissances have followed in the wake of wars ever since. The close of the World War—and a new world-wide awakening. Here again—the urge to be different which could not be denied.

1925—and the post-War spirit took form in The International Exhibition of Modern and Decorative Arts. Paris, style capital of the world, was dramatizing a new impulse. The prizes were for original and striking designs and new combinations of new materials. In clothes. In jewels. In furniture. All the accessories of living. Almost every civilized country on earth had a part in this display.

But not these United States. America was not represented in the French Exposition for the simple reason that we had nothing to show—unless we could have shipped the American Radiator Building or some of its sister skyscrapers across the pond. But our Department of Commerce did suggest that a commission go to France to observe the work of the other nations; a commission that included outstanding merchants and advertising men. They went, they saw, and they have been spreading ever since the story of a new style. This geometric, simplified, arresting new beauty.

America took up the cry. The recent series of modern exhibitions has set the new mode in motion with a tremendous impulse. This twentieth century style is proclaimed with the full force of twentieth century publicity methods. Each change is heralded by cable and wire and wireless. And what the machinery of the news can show to a watchful world, the machinery of mass production must make ready to supply by the million.

Substantial, stable business, which has watched from afar the style frenzy of the so-called fashion and luxury trades, now finds itself caught up in the new tide—without chance of escape. Main Street wants not only smart hats, but smart ice-boxes—style not only in bracelets, but also in

plumbing fixtures. Wall Street becomes vitally concerned, as more and more millions are invested in style-influenced merchandise. The advertising agencies promoting the nationally distributed, formerly staple products, come constantly into contact with a style problem. Whether we are fired with a great enthusiasm for the new movement, or whether we only just grin and bear it, we will be carried along just the same.

And here is where we stand today. The question is not whether to "go modern" or "not to go modern," but how far? How fast? And how?

* * *

To touch on a few of the outstanding problems that style has forced upon industry, we are going to consider here the case of a typical manufacturer. He will serve as a sort of composite picture of an American business man, faced with this new situation. His business is supported by a middle-class market. Perhaps he makes linoleums. Blankets. Towels. Silver. His grandfather started the business. His father increased it. But just recently a falling sales curve has given him real concern. His investigations tell him that the trouble lies with the designs of his product—those staid designs which were once so adequate. He makes up his mind that these designs must be modernized. What will be his move from now on?

Well, first of all, he begins to study the new trend, because he sees that from now on knowing something about style is going to be important to his business.

He knows that to take an intelligent leadership, he must be fully informed as to what the new idea is all about. He must be able to understand the artists he will employ. Even more vital—he must be able to sell his own organization, his technical staff, his salesmen. Going modern begins with the big boss.

If you were to glance over his desk calendar, you would see that on a certain Wednesday he spent two hours at the Altman Exhibition of Twentieth Century Taste. Recently, he bought two new books

on art at Brentano's, and has been seen reading them on the train! He has told his secretary to remind him of the annual Industrial Art Exhibition at the Metropolitan Museum. On bad Saturdays—when he can't play golf—he sometimes takes a turn around the art galleries.

He begins to take an interest in the style magazines that used to be his wife's and daughter's exclusive property. His dinner partners find him much more entertaining. Some of his business associates think he has gone a little light in the head. But wait and see!

* * *

This manufacturer of ours—being a man with an open mind—sees the wisdom of getting as much help as possible in this new venture. He wants outside points of view.

His advertising agency first proposes a program of style research—more in the future—more interpretative than research has ever been before. They are to help him anticipate the demands of his customers by seeking out—at the beginning—these style trends by which his customers will be influenced.

In the old days whatever style changes were made, were suggested by the salesmen. They brought back the "dope" from the road—the stores and the people were asking for this or that. And if the demand was insistent enough, then the manufacturer would consider the innovation.

But this method of studying demand does not begin soon enough for this day and generation. Style impulses come too thick and too fast. The manufacturer catering to a middle-class market must keep a step ahead of his customers' demands—not one lap behind. He must study the Leadership group. Their style choice—like rain seeping through sand—is constantly penetrating down to that particular layer that his public represents. What style leaders demand today affects what the rest of the world will want tomorrow.

And so the research staff of the agency sends out its style scouts—trained observers. Their job is to

seek out new developments in art, new trends in clothes and customs. They explore every authentic source of style. They go to Paris and down to Palm Beach. They consider, for instance, such things as the modern vogue for sunshine and sunburn sweeping over America from the Lido and the French Riviera. It means tan powder instead of pink powder for tan noses! It means summer socks for tan, bare legs! It means a whole new range of colors in fabrics and leathers. Quartz glass for windows. Sunlight lamps. New furniture for sun porches. There may be a relation of this modern style idea to the color and the form of this manufacturer's product. And a hundred other style influences in the air also have an effect on his new designs.

* * *

The agency presents its style findings to its client. The next step is to consider these suggestions in their relation to his particular market and his factory facilities.

Are his customers, in the first place, ready to absorb these ideas? For to be too far ahead with a style thought may be even more disastrous than being too far behind.

Will these ideas lend themselves to merchandise that can be lived with? This manufacturer is not making a novelty for a single season. His product must serve its purchasers for several years. If the ideas and designs and colors are too extreme, his customers may be sorry after the first month. Or worse yet, they may never buy at all, for fear of tiring of that too glaring color-scheme . . . that too blatant pattern. He nodded his head and agreed when he read this recent advertisement from the Elgin Watch Series: "The Parisienne watches are fashionable but not faddish . . . one may wear them with all costumes and for years to come, since beauty will always blend with beauty, and good taste does not become passé."

And the third point to be considered. Can these ideas be made technically practical for mass production and everyday use? Fabric

shoes instead of leather are a new fashion. But only if the material will stand a certain amount of punishment can the idea be put over on a big scale. Women are wary of tinted sheets if they must be washed as tenderly as lingerie. Or colored crockery if they find it chips.

Many a good idea has been ruined by a half-baked introduction. On the other hand, many a good idea has never been marketed because its promoters gave up at the first technical obstacle. This manufacturer of ours is not going to take no for an answer without knowing the reason why. He realizes how much easier, for everybody concerned, is the coasting comfortably down hill in the well-worn ruts. Going modern is uphill work . . . and worth it!

* * *

All this time, the artist who is to do the designs has probably been on the scene—making suggestions, studying the problem. He has heard all the results of this research. He thoroughly understands all the technical requirements. And soon—but not too soon—the new designs are ready. The wheels are turning. The new product—1929 model—is ready for a waiting world.

* * *

While these production plans are being made, the agency has been laying a foundation for the new advertising plans. The style research work, on which it has been co-operating with the client, gives it a foresight and an insight into his business that will mean money in his pocket later on. His production and merchandising policy and the advertising plans are going to dovetail perfectly.

In keeping pace with the new trend, this campaign will keep its character, its unity. It will not make the mistake of constantly changing its scheme, like the chameleon on the Scotch plaid! In a nervous anxiety to be up to date, business so often revolutionizes its advertising from month to month, shifting so fast that the public loses the continuity. Each change in advertising—that is planned will be an evolution, a

consistent development from what has gone before.

There is some discussion over the well-worn question of how much merchandise to put in one advertisement. This typical manufacturer has a typical parent's pride in displaying his new designs. He wants to sell all of them all the time. His agency argues that an overcrowded page is an unread page. The modern eye, with so much to see and so little time to grasp it, passes over the cluttered-up advertisement.

It is something of a struggle to persuade him to modernize the flowing Spencerian signature of his firm—the logotype that has run in the family advertising for seventy-five years. And he takes very hard to the suggestion of omitting his slogan—a quaintly worded sentence, unmistakably of ancient vintage.

But he is eventually convinced that the old generation is already sold. It is the new generation that matters. And this new crop of customers, coming up every year, have very little interest in his grandfather's business. Their sole concern lies in today—and tomorrow.

When it comes to the details of art work and typography and copy, there will be no type set so strangely that it can't be read. No letter O's filled up with black—none of the small tricks that make so much advertising too much of the moment, and not enough in the future. But in a feeling for line and proportion and movement—in the omission of superfluous details—in the avoiding of the hackneyed words and banal illustration, these advertisements will be as modern as the merchandise they sell.

* * *

And so this business is launched on its modern course. This modern manufacturer has floated his firm off the sandbar of conservative inertia. Yet he has steered clear of the reefs of dangerous extreme. And business can always adopt a course that is up to date—and even ahead of date—and still keep both safe and sane. Old Fogeys and Faddists are only different kinds of fanatics!

Changes in Business Staff of Chicago "Tribune"

W. E. Macfarlane, formerly advertising manager of the Chicago *Tribune*, has been appointed business manager of that paper. Prior to his appointment as advertising manager, he served for seventeen years as manager of classified advertising. He joined the *Tribune* in 1907. E. M. Antrim will be assistant business manager.

William E. Donahue, who has been with the *Tribune* since 1904, will succeed Mr. Macfarlane as advertising manager. For the last fifteen years Mr. Donahue has been manager of local and financial display advertising and is succeeded in this position by D. F. McMahon. Mr. McMahon has been with the *Tribune* for twenty years, as manager of automotive advertising, Western advertising manager and, since 1925, manager of national advertising.

Under the new arrangement, the selling of automotive advertising will be consolidated with the selling of general national lineage. Clyde S. Benham, formerly manager of automotive advertising, becomes manager of national advertising.

Lee Anderson to Direct Dodge-Graham Accounts

Lee Anderson has been appointed advertising counsel for the Dodge Brothers Corporation and the Graham Brothers Truck Company, a division of the Chrysler Corporation, according to an announcement received from J. E. Fields, vice-president in charge of sales. Mr. Anderson, who has been associated with MacManus, Incorporated, has organized a new business to be known as Advertisers, Incorporated, which will take over the advertising account for Dodge Brothers cars and Graham trucks on January 1. The headquarters of the new business will be at Detroit.

As a member of the MacManus agency, of which Mr. Anderson was vice-president, he has been associated with the advertising activities of the Chrysler Corporation from its inception. He was formerly vice-president and sales manager of the Hupp Motor Car Company and advertising manager of the former Chalmers Motor Company. Since 1908 he has been engaged in advertising and sales work in connection with the automotive industry.

W. M. Coatsworth to Direct Veldown Sales

William M. Coatsworth has resigned as sales manager of The Mennen Company, Newark, N. J., Mennen's shaving preparations, to become, on November 15, general sales manager of the Veldown Company, Inc., New York.

Ludlum Steel Appoints O. S. Tyson Agency

The Ludlum Steel Company, Watervliet, N. Y., manufacturer of special steels, has appointed O. S. Tyson and Company, Inc., New York advertising agency, to direct its advertising account.

Be sure your advertising goes to the home for a thorough family reading

The INDIANAPOLIS NEWS has more home-delivered city circulation than both other Indianapolis dailies combined!



The INDIANAPOLIS NEWS
sells The Indianapolis Radius

DON BRIDGE, Advertising Manager

New York: DAN A. CARROLL
110 East 42nd St.

Chicago: J. E. LUTZ
The Tower Bldg.

447 EXCLUSIVE NATIONAL ADVERTISERS IN 1927

CHANGE

... the spirit back of American business enterprise

Marketing problems and merchandising methods have changed.

Similar and significant changes have occurred in the newspaper reading preferences of the ten million people who live within New York's 50-mile trading area.

Today, public demand says: "Give us style in our furniture! Color in our kitchens! Modern mode in attire!" These and myriad other thoughts originating in the minds of this huge consumer audience have been picked up and amplified by retail merchants, wholesalers, jobbers and manufacturers.

And today, those businesses that have succeeded in "*Interpreting the Spirit of America*," and have responded to this modern buying urge through greater concentration of selling energy before New York's largest single group of evening newspaper readers, are reaping commensurate profits.

Public demand also says:
"Give us a better and still better newspaper! Give us *all the news*, quick, clean, accurate and interesting—but give it to us *today*, while it is *news*, not tomorrow with all the *life* ebbd out of it."

The New York Evening Journal as a newspaper, has more than responded to this demand for a better and still better *home* newspaper.

This newspaper is being deliberately edited to appeal more and more to better type readers in the better type homes. The consistent excellence of its news and feature content places it in the homes of the highest earning and largest spending classes.

Today it is purchased by the greatest number of men and women in all income groups, reaching not only the greatest, but the most responsive retail buying group in the richest of all markets.

NEW YORK EVENING JOURNAL

*One of the 28 HEARST NEWSPAPERS read
by more than twenty million people*

CHICAGO:
Hearst
Building

DETROIT:
Book Tower
Building

NEW YORK:
9 East
40th Street

ROCHESTER:
Temple
Building

BOSTON:
5 Winthrop
Square

Member of International News Service and Universal Service

Member of Audit Bureau of Circulations

**October just added
146,137 lines of
display advertising
to give the Detroit Times
a total gain for the ten
months of 1928
of 1,279,058.**

**We believe this to be
the largest gain in
display advertising for
any newspaper in the
United States
proving further that**

"The Trend is to the Times"

**One of the 28 HEARST NEWSPAPERS read by
more than twenty million people**

*Member of International News Service and Universal Service
Member of Audit Bureau of Circulations*

A Year of Expansion Ahead for Advertisers' Association

Association of National Advertisers Makes Plans for Research on Practically Every Type of Advertising Medium—Guy C. Smith Elected President

THE Association of National Advertisers, judging from many reports and addresses made at its three-day convention in Atlantic City last week, has a year of considerable expansion ahead of it. The ground work for much of that expansion, judging again from those convention reports and addresses, has already been prepared.

One of the most outstanding of the many plans ahead is the establishment of a newspaper marketing analysis bureau, to be financed by newspaper publishers. News of this proposed plan was given to the convention by S. E. Conybears of the Armstrong Cork Company, as chairman of the association's newspaper committee. This plan is still in its early stages. As related on page 121 of *PRINTERS' INK* of November 1, it resulted from a conference held at Chicago during the annual convention of the Audit Bureau of Circulations by Mr. Conybears and other representatives of his association and T. O. Grisell, of Batten, Barton, Durstine & Osborn, Inc., with a number of newspaper publishers.

It would be the job of the proposed bureau to furnish all advertisers with break-down facts and figures regarding newspaper, magazine and farm paper circulations by counties or groups of counties which might be assembled into marketing areas. This information, as applied to any particular advertiser's product, it is said, would enable him to budget his advertising appropriation whether in news-

papers, magazines or farm papers, as against individual marketing areas. The great advantage in such a plan, it is believed, is that it would enable an advertiser to ascertain in what marketing areas he is making a profit and to conduct his advertising operations accordingly.

While the plan would be under-

written by newspaper publishers and while the work of the bureau itself would be administered by the Association of National Advertisers, the bureau's services would be made available to all advertisers, whether members of the advertisers' association or not. It will be the policy of the bureau to charge for special services rendered to individual users. Under this policy it is hoped it eventually will become self-supporting.

Although this

newspaper research plan represents the most ambitious work ahead of the association, it forms only a part of a general plan involving a study of practically all of the major forms of advertising mediums.

In submitting his report as chairman of the magazine committee, F. R. Davis, of the General Electric Company, outlined three important projects for the association's attention in that field during the coming year. Those projects, as he related them, are:

"First, the development of a practical, scientific method of determining for a particular product, business or purpose, the value of magazine advertising in relation to newspaper advertising. (This sub-



© Underwood & Underwood

GUY C. SMITH

ject can be analyzed and stated in terms that will apply to anyone's business.)

"Second, the development of a scientific method by which the values of individual magazines may be determined for advertising of a particular subject. (That again can be done, and is being done by some advertisers and some agencies. The association might formulate a practice which could be used by all of its members to great advantage and the saving of money.)

"Project three supports the other two. It would include a study of the current use of magazines for advertising, the products of member companies, to ascertain variations from such established scientific methods, as a means of checking the validity of such methods, by serving members with reports of such comparisons for analysis."

In conjunction with the National Industrial Advertisers Association, the Association of National Advertisers has for some time been carrying on a study which is intended to help members of both organizations develop a standardized basis for analysis of business and industrial publications. In a report submitted on this subject, by W. A. Wolff, of the Western Electric Company, the association was informed that the material necessary for a quantitative analysis of business and industrial mediums had been assembled and would shortly be made available. Mr. Wolff, however, immediately pointed out the complete objective has not been reached for there is still ahead the more difficult job of making a qualitative analysis. He then reported that his committee, working in co-operation with the National Industrial Advertisers Association, had made plans for gathering the information necessary for a proper presentation of this aspect of the subject.

In the farm-paper field, the convention was informed, several definite activities had been discussed with farm-paper publishers in relation to an experimental study of farm-paper circulation. It expects to initiate certain of those studies within the coming year.

Radio as an advertising medium

has been under the study of a committee headed by Lee Bristol, of the Bristol-Myers Company, during the last year. His report indicated that this committee definitely plans for further study of the subject not only by initiating its own research but by making a study of any other worth-while research of other organizations.

In the poster advertising field it was reported the association intends to make every effort during the coming year to discover whether or not its outdoor data can be coordinated with data which it could obtain from the marketing area studies of the bureau proposed by its newspaper committee.

The convention gave more of its time to a consideration of the problems of the purchasing of lithography than it did to any of the foregoing subjects. From the discussion which developed on this subject, under the leadership of C. C. Agate, manager of the association's dealer relations department, it is evident that the members hope to formulate, within the coming year, some definite plan which will eliminate many evils which are considered harmful to both buyer and seller.

It seemed to be the sense of members of this association that responsibility for the evils in lithographic purchases rests with the buyer and that a bad situation will continue so long as the advertisers keep open their doors to anyone who will make bids. Examples were cited to show how, in the bidding for window display contracts, lithographers have submitted samples of work designed for the advertiser which, in total cost to the lithographers, have exceeded the cost of the business to be gained. The discussion indicated a belief that the cost for such work eventually is charged to the advertiser.

The hardship that the present method of purchasing works upon the lithographer and advertiser was quickly brought home to the delegates by Mr. Agate by quoting an article in the September, 1928, issue of *PRINTERS' INK MONTHLY*, "Why 'Speculative Art' in Advertising?"

The lithographer who tries to control the situation, it was ex-

**A
New Telephone
Number**

**MEDallion
3500**

CHARLES FRANCIS PRESS
PRINTING CRAFTS BUILDING
461 EIGHTH AVENUE
NEW YORK

plained by Mr. Agate, is powerless. The remedy, he declared, rests with the buyer. He urged that the association endeavor during the coming year to build a code of ethics which will guide the purchaser in controlling the submission of ideas similar to that followed by advertising agencies. The plan he presented covers four steps. They are:

1. Decide in advance how much service is required and to what extent the advertiser wants the lithographer to go.
2. Notify all bidders of this decision and exclude all others from bidding.
3. Endeavor to reduce demands for service in advance of placing the order.
4. Govern the number of lithographers who are to compete. (It is unfair to get a number to compete. For a \$5,000 order it is suggested that two be called upon to bid; for a \$10,000 order, four. Place the order on the basis of the idea and plan rather than on the sketch. The work can then be let on a cost plus basis.)

The advantage of such a plan to the advertiser, the discussion indicated, would be the translation of the savings it would make in the lithographic business into lower costs to the buyer. The advantage to the lithographer would be that at once he would know definitely where he stands.

BUYERS CONTROL SITUATION

Maurice Saunders, managing director of the Lithographers National Association, who was invited to attend the session, further explained the conditions Mr. Agate described and told of the measures which had been taken to work out a solution. Little has been accomplished, however, he said, because in a buyers' market, such as exists today, most effective control of the competitive situation must come from the buyers.

The discussion finally led to a recommendation that the association meet with lithographers for the purpose of working out a code of ethics along the lines indicated by Mr. Agate in a manner acceptable to both buyer and seller.

Under the association's method of operation all of the foregoing projects will continue to be carried out under the direction of a research council, of which Everett R. Smith, of the Fuller Brush Com-

pany, is chairman. The chief function of this council is to co-ordinate all of the association's research activities.

That the association expected to have its members' approval of its plan of expansion was foreshadowed by a mail ballot on a revision of membership dues which was conducted prior to the convention. It was announced to the convention that the membership had heartily approved a change in its system of charging for membership. Under the old system each member paid the same amount of dues. Under the new system the dues will be based on the advertising appropriation of each member. This new system is expected to increase the total revenue of the association by an appreciable amount.

In addition to hearing the variety of reports on past achievements and future plans on media research, as already indicated, the convention heard addresses from its own members and from invited speakers on a number of subjects, ranging from advertising copy to the selection of distributors of products. Parts of these addresses, reported as they were delivered or given in summarized form, will be found elsewhere in this issue of **PRINTERS' INK**.

Guy C. Smith, manager of advertising and research for Libby, McNeill & Libby, was elected president of the association. He succeeds William A. Hart, of E. I. du Pont de Nemours & Co., Inc. Vice-presidents elected were: East, Bernard Lichtenberg, Alexander Hamilton Institute, New York; Central, Normal E. Olds, Perfection Stove Co., Cleveland, and Western, T. F. Driscoll, Armour & Company, Chicago.

These officers are members of the board of directors which also includes: Merle Banker Bates, Life Savers, Inc.; Lee H. Bristol, Bristol-Myers Co.; W. K. Burlen, New England Confectionery Co.; Verne Burnett, General Motors Corporation; Herbert Metz, Graybar Electric Co.; Miller Munson, The Hoover Co.; A. T. Preyer, Vick Chemical Co.; William F. Earls, United States Rubber Co.; Stuart Peabody, The Borden Co.;

QUESTIONS we like to answer

No. 8

“Yes, but aren't your Rates High?”

FOR 1929, *Nation's Business* guarantees 300,000 circulation at \$1200 per page—\$4 per page per thousand subscribers.

“Mass” publications average about \$3 per page per thousand. “Class” magazines average about \$10 per page per thousand. “Trade Papers” generally average over \$10 per page per thousand.

The rate per thousand *interested, influential business executives* is unquestionably lower than any other single publication.



YOU CAN get further details on costs from branch offices in New York, Chicago, Cleveland, Detroit, Atlanta, and San Francisco.

NATION'S BUSINESS

WASHINGTON D.C.



In Illinois— *the second largest market is*

“AGROPOLIS”

THE SALES MANAGER and the advertising agency have worked out plans to *concentrate* in the best territories. Illinois is one of them. Chicago newspapers are on the schedule.

Then the question is asked—“Which place comes next in size? Is it Peoria—or is it Rockford?”

No! Neither! The second center that needs advertising is “Agropolis.” It is the second largest community in Illinois!

In “Agropolis” live 1,000,000 people—people who own and work the 225,601 Illinois farms. 67% of the families in “Agropolis” read what is virtually their *newspaper*—published *weekly*;

edited *locally*; prepared to take localized advertising copy; newsy; authoritative; *local*—The Prairie Farmer, one of the Standard Farm Paper Unit.

The same facts apply to practically every farm state. In almost every one of them "Agropolis" is the largest, or second largest community. In almost every one the majority of farm families read one of the Standard Farm Papers.

How to sell "Agropolis"

The Standard Farm Paper Unit consists of 15 separate non-duplicating publications (each a leader) linked together for more than 20 years in the interest of their readers. There are 21 separate publication offices in key locations to supply local data, local cooperation, local advertising opportunity. They can be used individually, collectively or in groups.

Standard Farm Papers literally blanket the prosperous *farm areas* of this country. They give all the advantages of national circulation *minus* the usual waste and *plus* the great advantage of local appeal to the dwellers of "Agropolis."

The STANDARD FARM PAPER UNIT

WALLACE C. RICHARDSON, General Manager

CHICAGO

Courtney D. Freeman, Western Manager
307 North Michigan Avenue

San Francisco, Kohl Building

NEW YORK

Willard R. Downing, Eastern Manager
350 Park Avenue

***Your sales problem is national—but your dealer's is always local
The Standard Farm Papers meet both!***

The Farmer, St. Paul
The American Agriculturist
The Wisconsin Agriculturist
The Breeder's Gazette
Pennsylvania Farmer

The Prairie Farmer
Ohio Farmer
Wallaces' Farmer
The Progressive Farmer
Pacific Rural Press

The Nebraska Farmer
Kansas Farmer
Missouri Ruralist
Hoard's Dairyman
Michigan Farmer



Women and Automobiles

AN AUTOMOBILE manufacturer said the other day, "It is a brave salesman who tries to sell a man any make of car which his wife does not approve. For this reason we are making our cars more beautiful and more comfortable."

There are few things purchased for the home or for family use which do not have to come under the close scrutiny of the wife and mother. This is just as true on the farm as in the city home. Appeal to farm women, talk to them through the pages of the only magazine in America published for them, and increase your sales to the farms of America.

Nearly a million farm women of intelligence and good taste read **THE FARMER'S WIFE** every month. Many of them see no other magazine.

THE FARMER'S WIFE

The Magazine for Farm Women

Webb Publishing Company, Publishers
St. Paul, Minn.

Western Representatives
Standard Farm Papers, Inc.
307 North Michigan Ave.
Chicago, Illinois

Eastern Representatives
Wallace C. Richardson, Inc.
250 Park Avenue
New York City

Member Audit Bureau of Circulations

Everett R. Smith, The Fuller Brush Co.; S. E. Conybeare, Armstrong Cork Co.; W. A. Grove, Edison Electric Appliance Co.; and William A. Hart. Arthur H. Ogle continues as secretary-treasurer and managing director.

An indication of next year's advertising activities of the members of the individual member companies of the association was given in the opening address of the retiring president, William A. Hart. His remarks on this subject of advertising appropriations were:

"As we come to the close of each year it is fitting that we attempt to look ahead. One thing that always interests us individually and collectively is, what are the plans for advertising expenditures? I do not want to appear to place emphasis on increased appropriations. I recognize full well that reported decreases might well signify a more intelligent application of advertising monies. That is something we must all work and fight for if we are to make real and fundamental growth.

"As you all know, I queried the membership in a recent letter to ascertain what the outlook is at this time. The response was most encouraging. Over 50 per cent of the membership favored me with a reply. Therefore the cross section seems to me to be representative. Of these less than 6 per cent anticipate any decrease in their advertising programs. Twenty-nine per cent believe their advertising to be about the same—while 65 per cent forecast increased effort. This ranges all the way from 'slight' and 2 per cent—to one concern that expects an increase of 150 per cent. Several said 100 per cent—but I believe the median would be 20 per cent."

Modernism in Copy and in Products

ADVERTISERS apparently are interested in putting modern art not only in their advertising but in their products as well. That this is so is evidenced in the fact that the Association of National

Advertisers in a three-day convention provided two speakers on the subject of modernism. These speakers were Joseph B. Platt, art director of *The Delineator*, and Kenneth Collins, publicity director of R. H. Macy & Company.

From the standpoint of influence on style and product appearance, Mr. Platt described his observations of modernism as it is being adapted to practical use on the Continent. European governments, he said, have used modernism to work out their housing problems and have found it inexpensive, practical and beautiful. In Central Europe, he said, where blocks of homes for those of minimum income have been built, these people have adopted modern art on a wholesale scale.

The bourgeoisie of Central Europe, according to Mr. Platt, have accepted modern art and put it to practical use, whereas in the United States there still is an inclination to consider modernism as a *de luxe* proposition and the thought that it is a specialty shop development.

Several questions regarding the trend and use of color were put to Mr. Platt who gave it as his opinion that the use of color by a manufacturer should be determined on its helpfulness to women rather than to confuse them. Further, he said that the use of color is definitely on the rise but that it is being used with greater discrimination and in wiser expression, that too lavish use of color is on the wane. Those manufacturers who have wisely launched color products, he continued, are only beginning to realize their opportunities.

Manufacturers were cautioned by Mr. Collins to be watchful lest they confuse as modern art merely those attempts of artists to be different. It was his opinion that because few manufacturers have taken the trouble to try to understand sympathetically a contemporary movement they have, therefore, come to the naive conclusion that whatever is different is modern art.

"We have long been deluged with handbags and chairs, and dresses and book-ends, and silver

services, almost everything people live with and wear," Mr. Collins said, "that have exotic angles, grotesque ornamentation, amazing conceptions of every sort. These same manufacturers, having few standards to go by, have hired artists whose peculiar virtue might be that they could paint a good portrait or draw a landscape, to design pianos, lamps, clocks or any other article in their line.

"No wonder," he declared, "that the long suffering public has begun to chafe under all this propaganda for a movement which seems far more hideous than much which is labelled Victorian."

This artistic propaganda that has been employed, Mr. Collins said, seems almost pathetic when consideration is given to the essentials of the contemporary movement. "What we want in the name of modern art," Mr. Collins continued, "is simplification. What we are getting is exactly the reverse. We have picked up certain non-essentials, magnified them exceedingly, and lost sight of the real substance." The opinion was expressed that the attempt to get away from what every advertiser is doing is as great a curse to the business as attempting to imitate what other advertisers are doing.

In answer to the question, "Is modernism good advertising art?" Mr. Platt invited a comparison of copy for many products with that used five years ago. He called special attention to the advertising of women's underwear which, in that brief period, has changed from ankle and sleeve length garments to the more practical and luxurious garments of today. He recommended that the advertising first show the product as the advertiser wishes the purchaser to see it. Second, the copy should reflect the good taste and quality of the merchandise. On the other hand, the manufacturer who bases his display on the gaudy forms of modern art, Mr. Platt stated, sacrifices the prestige that can be valuable five years from now if he uses modern art in its true usefulness as a distinctly good taste expression, consistent with the character of the product.

Outlines Trial Census of Distribution

THE basis on which will be conducted a trial census of the movement of goods to the producer was outlined at a special meeting of industrial advertisers, under the chairmanship of N. S. Greensfelder, Hercules Powder Co. This census, which will be conducted in Cleveland, is for the purpose of designing and organizing sound fundamentals for that part of the national census of distribution, covering raw materials, semi-finished materials, factory supplies and equipment, which is to be conducted in 1930.

Gorton James, chief of the Domestic Commerce Division, described the work that is under way. The census will primarily be one of the purchase of industrial goods materials as they come in the factory door. Inasmuch as there are in excess of 60,000 items, many of which are the same but classified under various terms, it will first be the task of the investigators to boil these items down to about 5,000. In order that this elimination of duplication may be handled with discretion and insure accuracy and completeness of coverage, the Department of Commerce will have to have experts in economic research sit down and make decisions as the information is handed out by the manufacturers.

Meeting these difficulties in advance through the trial census, Mr. James explained, will go far toward reducing the difficulties that will confront the national census through securing the preparation of a questionnaire that will pave the way for the national census.

Through the trial census it is hoped to get a picture of how goods are handled, figures on cost and who buys goods and where they go. The census starts on November 12 and it is anticipated that it will be completed in four weeks. The Census Bureau will work with the Domestic Commerce Division and, together, they hope to get data which will be the best in-

HERE are figures
that are facts.



DURING Sep-
tember local
rotogravure ad-
vertising in The
Detroit Free Press
shows an increase
of 62%. The average
increase for all
newspapers in the
United States was
45.8%



WE are consid-
erably better
than the average.



FOR the first
nine months of
the year local roto-

gravure advertising
in The Detroit
Free Press shows a
gain of 52% over
the corresponding
1927 period. The
average increase for
all newspapers was
9.3%.



HERE we are
nearly six
times better than
the average
which is consider-
able.

The Detroit Free Press

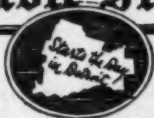
VERREE &

National

New York

Chicago

Detroit



CONKLIN, INC.

Representatives

San Francisco

dication how to obtain figures from the field. A percentage of about 80 per cent of manufacturers in the Cleveland territory will be called upon and this percentage will constitute an index of all industry, covering a little bit of every group, from large to small. In all it is expected to visit from 600 to 1,000 establishments.

The benefits to industrial advertisers of the proposed trial census, which has been made possible largely through the co-operation of the National Industrial Advertisers Association, was briefly touched upon in addresses made by F. M. Feiker, managing director of the Associated Business Papers, Bennett Chapple, of the American Rolling Mills Company, and in a letter from George H. Corey, advertising manager of the Cleveland Twist Drill Co., and first vice-president, of the National Industrial Advertisers Association.

Gardner Osborn Leaves Reimers & Osborn

Gardner Osborn, vice-president and secretary of Reimers & Osborn, Inc., New York advertising agency, has resigned to become director of publicity for Bloomingdale Brothers, New York department store.

The corporate title of Reimers & Osborn is being changed to Reimers & Whitehill, Inc. Richard Webster, secretary, becomes vice-president. No other changes are involved.

P. C. Hawkes with Dorr & Corbett

Phillip C. Hawkes has joined the organization of Dorr & Corbett, publishers' representatives, Boston. He was formerly with the Sampson & Murdock Company, directory publishers, and the American Optical Company, Southbridge, Mass.

Sheaffer Pen Appoints McJunkin Agency

The W. A. Sheaffer Pen Company, Fort Madison, Iowa, has appointed the McJunkin Advertising Company, Inc., Chicago, to handle its advertising account.

New Account for Canadian Agency

The Mercury Mills, Ltd., Hamilton, Ont., has placed its advertising account with the Toronto office of A. McKim, Ltd., advertising agency.

New York Agency Council Elects

KENNETH GROESBECK, president and treasurer of Groesbeck-Hearn, Inc., was elected chairman of the New York Council of the American Association of Advertising Agencies for the coming year at a meeting held on November 1. Other officers elected were: Vice-chairman, George F. Gouge, Batten, Barton, Durstine & Osborn, Inc., and secretary, Fred Walsh, Newell-Emmett Company.



KENNETH GROESBECK

In addition to these officers, the directors of the Council include: Courtland N. Smith, Barrows, Richardson, Alley and Richards Company; Frank J. Kaus, Federal Advertising Agency, Inc.; G. Ellsworth Harris, Jr., The Dauchy Company, Inc., and Clarence Nelson, Calkins & Holden, Inc.

Emvalite Corporation Appoints Humphrey-Meredith Agency

The Emvalite Corporation, Cleveland, maker of medical and dental transillumination examination equipment, has appointed Humphrey-Meredith, Inc., advertising agency of that city, to direct its advertising account. Medical and dental publications and direct mail will be used.

"The Household Magazine" Appoints H. K. McCann

The Household Magazine, Topeka, Kans., one of The Capper Publications, has appointed The H. K. McCann Company to direct its advertising account. This appointment is effective January 1, 1929.

Joins Earnshaw-Young, Inc.

Vernon C. Leftwich, formerly with the Sunset Press, San Francisco, has joined Earnshaw-Young, Inc., Los Angeles advertising agency, as production manager.

FIRST on every Florida schedule!

IN making up a Southern schedule you need never have any doubts about which newspaper should be placed FIRST in FLORIDA. The Florida Times-Union is first in circulation, first in its home field, first in its state. We will be glad to send you any facts you need to show you WHY the Times-Union IS first. Incidentally, if the Florida Times-Union's circulation outside of Jacksonville is not considered, the fact that it reaches more than 27,000 families in Jacksonville alone—a city with an annual payroll of more than \$25,000,000—is justification enough for you to place The Florida Times-Union FIRST in FLORIDA.

Jacksonville is a rich market. There's another rich market surrounding it. The Times-Union reaches both.

The Florida Times-Union JACKSONVILLE, FLA.

Represented nationally by
REYNOLDS-FITZGERALD, Inc.
(Formerly Benjamin & Kentnor Company)

New York	2 West 45th Street	Philadelphia	1524 Chestnut Street
Chicago	203 N. Wabash Avenue	Los Angeles	117 West 9th Street
	San Francisco		58 Sutter Street

...it's on the
air sixteen hours
continuously every d

KYW

OPERATED

KYW-KFKX is now under the direction of the
Chicago Herald and Examiner! One of
America's Pioneer stations and a favorite
of all middle western units, has now
definitely become the leading station in
this section.

Supplanting WEBB and merging
the facilities of this station
with its own, it now offers
programs of such sparkling
quality and interest
that thousands of
radio fans acclaim
it with applause
letters.

For details as to rates, available
hours and contract forms, address
George W. Bolling II, 326 W.
Madison Street, Chicago, Ill.

MINNESOTA

IOWA

CHICAGO'S FINEST

One of the 28 HEARST NEWSPAPERS read by
more than twenty million people

KFKX

WESTINGHOUSE

This station now broadcasts Isham Jones and his Congress Hotel Orchestra daily, Ted Fiorita and his Edgewater Beach Orchestra and a remarkable studio orchestra under the direction of Jules Herbuveaux. In addition it enjoys the facilities of the Herald and Examiner, its news flashes, detailed reports on outstanding sports events, a noted home economics expert, farm and stock market reports and other informative material.

Add to these features the best available talent in the middle west including famous opera stars, theatrical stars and other noted entertainers and you have a station that offers a most unusual background for your advertising broadcast.

CHICAGO HERALD AND EXAMINER



RADIO STATION

Member of International News Service and Universal Service
Member of Associated Press
Member of Audit Bureau of Circulations



New York
is paying a lot
of attention these
days to the
news and
feature scoops
of its only
three-cent morning
newspaper -
the American

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in the
PRINT

Thumbs Down on Whipped Cream Copy

Space Costing What It Does, It Becomes Vital That We Fetter the Flighty Typewriter

By Louis M. Cottin

Of Remington Rand Business Service, Inc.

ON the face of it, our "whipped cream" copy boys sound delightfully convincing and even businesslike in their arguments for "the lowing herd winds slowly o'er the lee" advertising. It seems sane and logical to urge that personality ooze delectably from the text and that charm coax winningly from the layout. A young lady writes a "perfect" advertisement (see article by Mr. Rowe in *PRINTERS' INK*, October 11*) and it doesn't click. She writes her personality into the advertisements (newsman men call it sob-sister stuff) discovers "the adorable kissing spots" and lo, the mad rush for Excello Soap is on!

Whipped cream copy—grace of the English countryside—calm of tropical noontime—evanescence of a painting of Pascin—delicacy of the dream world (if you haven't read Freud)—it wraps adding machines in glamor and makes paint smell like perfume. Or does it?

They tell us that it sells goods because, psychologically, everybody likes charm. Moonlight and love birds and slush—the Boobus Americanus wants it, craves it, buys typewriters and corn plasters, cars and shoes because of it.

As a copy writer I raise my eyes to heaven and murmur, "would that it were really so." But it isn't. For if the American public enjoyed the reading of that sort of writing, Christopher Morley and William Cortes Holliday would have put Zane Gray out of the writing business long ago. If the personality of the writer were so important and grace of writing-manner so great a desideratum, the Literary Guild and the Book of

the Month Club would be featuring James Joyce and Marcel Proust.

The most romantic charm writer will admit that every piece of copy published must compete with the stories and other reading matter in the publications which carry it. But are the majority of the salable stories "whipped cream" stories? Try selling a few effusions to the magazines which charge real money for space. No, the stories with which copy must compete are full of action—movement—the doing of things.

The reading matter which crowds the pages of magazines and acts as bait for the advertisements does not concern itself with descriptions of the English countryside. Romance lies not in the description of scenery. It lies in man and woman and nature and the various permutations and complications of the three.

"Travels with a Donkey," by Stevenson, is charm, grace, whipped cream. But "Treasure Island" made Stevenson's reputation because it concerns adventure, action, struggle, conflict.

Mr. Rowe cites an example of charm copy as follows:

It is deep in the heart of coombe, where cows stand sighing, knee-deep in meadow-sweet, beside a little trout stream that is too overgrown to fish.

Aw Gwan! Put that in four colors, if you will, beside a story which starts:

Just as I turned into the corral toward sundown that afternoon, I saw Kipper Lackey waving on the veranda, as if things weren't quite as usual in the ranch house.

Which will be read?

The buying public does not want its copy whipped in the kitchen and served in decorated form. The buying public wants to see the cream whipper churning. Whipped

*"The Salesman's and the Copy Writer's Greatest Asset," by Brian Rowe, page 153; which was inspired by "Whipped Cream Copy," by Ray Hawks in the September 20, 1928, issue of *PRINTERS' INK*, page 10.

cream copy, no matter how good the cream, cannot compete with stories in which something happens in the first or second paragraph. Whipped cream copy, no matter how thorough the whipping, cannot hold interest against the pistol shots and struggles which fill every page of a magazine and newspaper. What is the answer? Let us give our advertising some of the adventure, the struggle, the action of the stories.

Copy writer's whose valiant pens begin by denouncing advertisements reading "Ninety Reasons Why" and "Special Engineering Features" and then immortalize the advertisements beginning "Like Snowflakes Patting Your Cheek" and "Gentle as the Sailing of a Half Moon," are just toppling over backward. Some products admit of more color than others but that's no reason to fall over in glee at every bit of goo that trickles from a honeyed phrase. There's a happy medium somewhere—a medium where charm and reason meet in the actions of people who buy and use the things manufacturers have to sell.

Take soap for example. We get up in the morning. Sleepily, dully, unwillingly we start our day. We reach the bathroom. We have soap to help us bathe. We use it. "Caress of a June Breeze?" Hell, no! "Gentle fingers stroking our cheeks on a moonlit night?" Hooey! What then? (For after all a copy writer must write something.) Action!

When we bathe, our skins act—our arms and bodies move about. Our sleepiness begins to leave us. Somethings happens. That something is one of the most pleasant and most delightful moments of daily living. It can be depicted by a copy writer in whipping words—not whipped cream words. The something that happens partakes of the very essence of charm but it needs action copy to bring it to light. Action copy—the writing of things that go on—the tale of the conflict between sleep and awakening—the battle of the desire for unconsciousness against the desire for awareness.

"Poetry is whipped cream," says Mr. Rowe. "Look at Keats." But for every product buyer (and we mustn't forget that we want people to buy products) who knows, "Thou still unravish'd bride of quietness," I'll show you fifty who know Dan McGrew. Kipling and Service write action poems and sell more than Keats or Shelley or Austin Dobson. And although I can't quite see that Keats is "fluff" I will admit that the impeachment fits the copy eulogized.

Action is what people want to read about, to see, to feel. Shoes—the conflict of strong leather and the pounding and weight of wearers. Shoes—the battle of the old style and the new—the war between pain and comfort—the struggle between distinction and mediocrity.

Food, too. The teeth sinking pleasantly into cheese or bread or meat. The action of good foods that build and the destruction of bad foods that hurt. Action, deeds, overcoming of obstacles. The animation of inanimate objects—the movements of things stationary—the life of things which do not live.

Who wants to read atmosphere? Greenwich Village converts a barn into a restaurant, puts candles on the tables and sells its atmosphere. But the majority of New Yorkers see it only when an out-of-town relative comes in and simply must be taken. For sightseeing it is good, but for everyday contacts, well, let's play some bridge or go to a movie.

The work of copy is to build habits, to make folks buy things regularly, habitually.

The copy writer's personality must fuse with the personality of his product and that of his readers (so far as he can visualize them). If the copy man is partial to fishing he must remember that the baseball enthusiasts far outnumber the fishing enthusiasts.

For instance. Here is an advertisement headlined, "What happens inside your tire?" Certainly that does not give us the personality of the writer. But who wants that anyway? The adver-

Cities of the Birmingham Market . . .

SHEFFIELD-

The second largest of the tricity built about the great Muscle Shoals Project—Florence, Sheffield and Tuscumbia

Transportation: The Tri-Cities are served as one by three railroads, a packet line on the Tennessee River, and three national cross-country highways.

Population: Sheffield has 2,500 families, a school attendance of 1,500, four schools valued at \$300,000. The North Alabama Utilities Company has just completed a \$250,000 gas plant, and is now laying mains to care for its 1,100 subscribers.

Industries: Manufacturers, 20. Retail Trade Outlets: 72.

Circulation of the Birmingham News and Age Herald—Morning, 333. Evening, 393. Sunday, 712.

The Birmingham News

AND AGE-HERALD

The South's Greatest Newspaper

MORNING

EVENING

SUNDAY

National Representatives
KELLY-SMITH COMPANY

New York—Chicago—Boston—Philadelphia—Atlanta

tisement gives us the personality, the action of the tire. We who buy tires are interested.

Or again, here is an advertisement for a chain of stores. "All by herself," says the headline, "she decides just what she wants." Obviously not the personality of the writer, but the personality of the store and the action of the reader combined.

For me, the old thought of the old timers of copy still holds true. "Forget yourself—think of your reader and your product." Mr. Rowe bemoans the fact that few copy chiefs would pass a line which includes the words "hissing factories." Naturally not. The writer is thinking in terms of a purely individual impression. Even if the picture were a true one, the term "hissing" has unpleasant connotations for so many people that it is dangerous to use it.

And with space costing what it does, it becomes more necessary than ever to put bonds on the word-slingers. With space costing what it does, it becomes more vital than ever to fetter the flighty typewriter—to make copy sell the product and what happens when the product is used, rather than the emotional impressions of a charm dispenser sensitive to all the nuances of autumn colors.

My thumbs are down on "whipped cream" copy and I call for "battle" copy which moves with the movements of the buyers who use products. Admittedly this copy is harder to write. But then, the idea is not to ease the path of the copy man. It is to ease the sale of the things copy is written about.

F. E. Hornaday with American Forestry Association

Fred E. Hornaday, recently with the advertising staff of *The United States Daily*, has been made business manager of the American Forestry Association, Washington, D. C.

Purchases Litchfield, Ill., "Union" and "News-Herald"

Frank Hanafin, former owner of the Danville, Ill., *Press*, has purchased the Litchfield, Ill., *Union* and *News-Herald*. He will consolidate both papers.

What Is Wanted—Change, Stamps or Inquiries?

PERIODICAL PUBLISHING Co.
GRAND RAPIDS, MICH.

Editor of PRINTERS' INK:

On page 190 of the *Little Schoolmaster's Classroom* in the issue of October 18, there is a squib about placing a charge on a booklet or sample offered in a couponed advertisement. Entirely from a consumer's standpoint, you may be interested in a personal reaction.

We are carrying on certain remodeling in our home. This calls for tiling, painting, lacquering, new draperies, etc. Magazines were scanned for ideas and suggestions for such things. Those where it was necessary to send five, ten or fifteen cents for booklets were passed up, for the reason that it was doggone unhandy to know how to send this. We didn't have stamps enough at home, disliked to put coin in an envelope and we certainly didn't want to make out a check for so small an item.

Consequently some advertiser who might well have sold us a sizeable order through his retail outlet, lost business. It seems to me that it is perfectly obvious that such is the case all along the line. Who in the devil is going to hunt around for change or postage stamps (or what have you) to follow such instructions?

It may be possible that the volume of inquiries on such things is cut down when such a course is pursued, but is it good business?

L. F. CALAHAN,
Secretary

Start New Merchandising Business at New York

Ernest McCullough, recently editor of *Building Age* and *National Builder*, and Edward S. Hanson, recently managing editor of that publication, have started a merchandising counsel business at New York.

Appoint the Wilson Company

The Northwestern Oil Company, Superior, Wis., and the John Hancock Oil Company, Minneapolis, have appointed The Wilson Company, Milwaukee, advertising, to direct their advertising accounts.

L. H. Arnold Joins Jerome B. Gray

Leonard H. Arnold, formerly with the Philadelphia *Record*, has joined the staff of Jerome B. Gray, Philadelphia, advertising.

Canadian Agency Opens Toronto Office

The Canadian Advertising Agency, Ltd., Montreal, has opened an office at Toronto. O. M. Ross and N. R. Barbour are in charge.

If You Are a National Advertiser Now Using Class Magazines

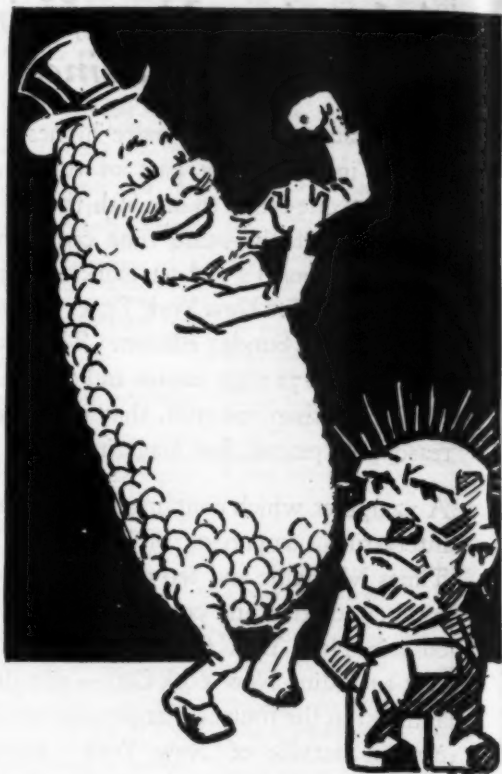
—you can reach many more highest class readers in all or any part of the United States at one-tenth to one-fifth the present cost—and at the same time cover intensively the world's richest market—by advertising in *The New York Times Magazine*—part of the Sunday edition. The circulation exceeds 725,000 copies and the milline rate is less than one-sixth that of the most reasonably priced class magazine.

A pamphlet which contains an accurate and interesting comparison of *The New York Times Magazine* and ten class magazines—total circulation and cost—circulation and cost in New York City—circulation and cost excluding New York City—circulation and cost in the fourteen largest metropolitan centers outside of New York—giving a most complete analysis for your guidance—will be sent on request to

THE NEW YORK TIMES MAGAZINE

TIMES SQUARE (Advertising Department) NEW YORK

IOWA'S 1928



Iowa's 1928 corn crop is worth three times as much as all the gold and silver mined in the United States in a year. Equal to the annual output of all the gold mines in the world.

The shortest route to

The Des Moines

More than 200,000 Iowa families read this newspaper daily. Covers cities, towns and farms of Iowa with surprising thoroughness.

CORN CROP



It tips the scales at 493,000,000 bushels . . . the largest corn crop Iowa has ever had and far larger than any other state has ever had. Its value based on December prices is \$300,000,000.

ing pocket book is via

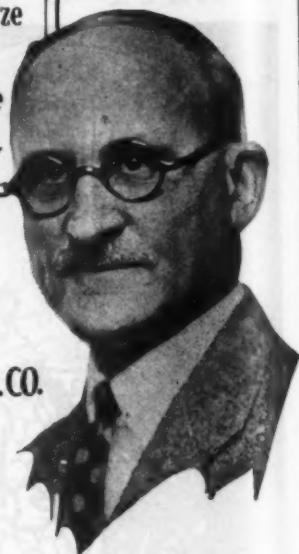
Register and Tribune

We know Iowa and will promptly furnish any information you need regarding this market. Address Market Data Dept., Register and Tribune, Des Moines.

Advertisers Who Realize
That—
**NOW Things Are
DIFFERENT in
St. Louis**

F. J. Peterman
Vice-Pres. and Gen. Mgr.

STOCK-PETERMAN FURN. CO.



THE STOCK-PETERMAN FURNITURE CO.—largest neighborhood furniture company in St. Louis—placed 29,766 lines more advertising in *The St. Louis Star* during the first nine months of 1928, than during the same period last year. No other St. Louis newspaper was used.

The increased lineage placed by this advertiser is a part of the total advertising—

**GAIN OF
1,247,202 LINES**

—BY—

THE ST. LOUIS STAR

FROM JANUARY 1 TO OCTOBER 30, 1928.

National Advertising Representative—GEO. A. McDEVITT CO.

Adapting the Money-Back Offer to the Industrial Product

How the American Pulley Company Is Introducing Its Hand Trucks to Large Industrial Users

By Roland Cole

WHEN an established company, selling to industry, decides to put out a new product, there is on the part of the company a little too much confidence, oftentimes, in the success of the product, because of the company's reputation in its field.

Salesmen go out and expect, on their mere description of the new item, that purchasing agents will order a supply and scrap whatever articles of a competitive kind they have in use.

Purchasing agents rarely switch from one manufacturer to another on short notice. When some salesman introduces a new article, the salesman feels that he has had a good break if a purchasing agent consents to try a small quantity of the material or one of the articles.

The big thing is to get an order for a sample. An order is a promise to try and the fate of the manufacturer and his salesman hangs on the result of the trial. Should the trial be unsatisfactory, the salesman is all through, unless he has a new proposition to present. Should the trial be satisfactory, the salesman gets or is promised an order when the company is next in the market. The first order may be small and it may not come through for a long time. All the salesman can do is wait and go on trying to sell introductory orders to other concerns.

The point is that most manufacturers have been a long while at the job of finding their best sources of supply in the matter of raw

material, equipment and supplies. The decision to buy or install this, that or the other item was a long time in being reached. The amount of material on hand, or the invest-

Handling-Savings are NET PROFITS!

Business "American" Pressed Steel Hand Trucks are built to wear without repair, they have cut truck maintenance costs to the bone.

With handling costs thus materially lowered—many industries are finding a new source of saving compensation, of increasing sales, of making their business generally more profitable.

You yourself know how important is team handling in your business. Take part of this expense into profit.

Let "Americans"—the only hand trucks of their kind in the world—prove their savings on the job, side by side with any other type of hand trucks built.

The "American" trial offer allows you to make this test on a money-back basis. Write for further information today.

THE AMERICAN PULLEY COMPANY
DIVISION OF
BOSTON MANUFACTURING COMPANY
4100 Washington Avenue, Philadelphia, Pa.



"The best 'American' Pressed Steel Trucks we have" proved their worth as positively as in speaking this, we now have no longer there, they are!—see the Ben Taborer Testimonial.



Pressed steels from steel scrap, American hand trucks are stronger than "Americans" represent the most advanced wheel in hand truck design. Light in weight, with the superior strength and durability of steel, they are fully balanced. "Americans" equipped with anti-rattling Hyster Rollers. Double Wheel.

"There is no doubt about it, 'American' Pressed Steel Hand Trucks are the best we have ever used," says Mr. J. P. Moore, General Superintendent of the Standard Warehouse & Storage Company.

AMERICAN
PRESSED STEEL
TRUCKS
Manufactured in a standard factory

THE MONEY-BACK OFFER IS NOT FEATURED IN ANY OF THE BUSINESS-PAPER ADVERTISEMENTS FOR "AMERICAN" TRUCKS

ment in equipment, is, as a rule, considerable, and no important change could be made on short notice. The new item must be tested. Should it be found satisfactory, it is then considered as being suitable for further trial or adoption on a small or large scale.

The American Pulley Company, manufacturer for many years of "American" pressed steel shaft hangers and steel split pulleys, brought out about a year and a half ago a pressed steel hand truck.

Hand trucks are used in quantities by almost every large industrial and mercantile institution, such as factories, warehouses, railroads, hotels, stores, and the like.

Practically all users of hand trucks are fully equipped with a sufficient number to take care of their normal and current needs. Hand trucks last a long time. They are not an item of short life and frequent replacement. Even though the new "American" hand truck had new and exclusive features, the company did not expect to make any sweeping and wholesale installations by replacing fleets of competitive trucks. What it wanted to do was make a sale of one truck to every fleet owner in the shortest possible time on a basis that would invite comparison with other trucks in a striking and unusual way, to the credit of the "American."

THE ONE-TRUCK USER PROBLEM

This was one angle of the sales problem with which the company was faced. Another angle was the large number of one-truck users throughout the country to whom a special trial offer would be their opportunity to buy one truck on special terms, with no chance for the company to make repeat or multiple sales. How not to invite orders from one-truck buyers was as important to the success of the new product as to obtain one-truck orders from fleet owners.

To meet this situation the company decided to make a special offer to sell one truck on a money-back basis and advertise it in periodicals reaching purchasing agents, mill supply houses and the general public. This meant an advertised offer to buy and pay for one truck, which is not the same as selling an article on account. In other words, many regular customers of the American Pulley Company on its line of hangers and pulleys are users of hand trucks in fleets. To sell a customer of this kind one of the new trucks on the "understanding" that if he didn't like it, or it wasn't suitable, it could be returned and credited, is something altogether different

from requiring the customer to pay for the truck in advance and agreeing that if it doesn't do all that is claimed for it, it may be sent back and the purchase price will be refunded. It was putting the offer in this way which stopped the small one-truck buyer—the man who could not find it convenient to send the money in advance. Besides, price was not quoted in the advertising, an inquiry was invited only, because of the fact that the trucks are made in "ten styles in all popular sizes," which necessitates preliminary correspondence to determine the size and style of truck wanted, and to quote prices.

Pages and inserts are being used in business periodicals. In the general field single columns and half pages (up and down) are being used in one national weekly. The first advertisement to appear in this publication was a single column in August, 1927. It contained a half-column illustration of the truck and a half column of copy, entitled, "Try a Sample 'American' Truck on a Money Back Basis!" The copy quoted a testimonial from a satisfied user and made the money-back offer in the following words:

Buy a sample truck, look it over and then put it to work where you can watch it. If you are not satisfied that it is saving you money through better service—send it back and we will refund the purchase price.

This money-back offer is not played up in any of the advertisements. On the contrary, the most conspicuous feature of every advertisement is the photograph of the truck, the general effect of which method of presentation is to give the impression that the truck and not the offer is more important—a vital idea in advertising.

The campaign is a continuous one. Monthly insertions are being used in all publications. In the business publications there is a copy tie-up with the company's regular line, such as "Built by the makers of 'American' Pulleys & Hangers." Sometimes the tie-up is no more than a small illustration of a hanger and pulley. In the general

More Than
\$100,000
Daily

Los Angeles Examiner

More Than
440,000
Sunday

"Greatest Salesman in the West"

5c. DAILY

NOVEMBER 8, 1928

10c. SUNDAY

FRIGIDAIRE SURVEY PROVES EXAMINER LEADERSHIP AGAIN

49 OUT OF 62 SAY,
"YES, WE READ IT!"

RECENT analyses of newspaper preference by professional men of Los Angeles, augmented by additional survey along "financial row," were strengthened again as a result of a piece of merchandising work done for the Geyer Company, which places Frigidaire advertising.

The Examiner sent members of its Merchandising Service staff to 62 homes where Frigidaires were owned, the list of names being provided by the Geyer Company. We thought we'd find out a piece of information for ourselves when we'd gotten what the Geyer people wanted, so we asked them if they read The Examiner.

Forty-nine of the 62 did!

BEVERLY HILLS IN 2125 PCT. GROWTH

NEARLY two-thirds of the cities in Los Angeles County have experienced population increases of more than 100 per cent since the Federal census in 1920, indicating that the large gains in urban population are not confined to any particular area in this territory, it was disclosed in a report released recently by the Eberle Economic Service.

Beverly Hills is found in the leading position among the urban centers of the county, with a 2,125 per cent increase, and Culver City is second with a gain of 1,242 per cent during the period of approximately eight years.

INSTITUTIONAL!



The Leader

Every age—in every field of human endeavor—there have been leaders who showed the way to progress—success—victory. Their names stand in our memories. Their names are household words.

Just as these leaders of the past are always associated in the public mind with great achievements, great institutions or great ideas they have sponsored, so S. W. Straus & Co. has always been recognized as leader in that important department of finance—first mortgage real estate bonds.

S. W. Straus & Co. was the first Real Estate Bond House to operate on a national scale. We have financed the erection of thousands of buildings, costing hundreds of millions of dollars, in all the principal cities of the country.

In New York and in San Francisco—from the Adirondack to the Pacific—S. W. Straus & Co. dominate in their field.

This House was the first to develop the distribution of real estate mortgage bonds on a nation-wide basis and the Straus plan of underwriting has established the standard by which other real estate investments are judged.

Today investors everywhere recognize that the best real estate bonds are those underwritten by this House, since advanced and safeguarded by methods combined through nearly half a century of successful experience.

If you are interested in sound bonds we suggest that you write for Bulletin 1055

S. W. STRAUS & CO.

INCORPORATED
New Building, Chicago
Spring Avenue Building, Los Angeles
Hudson & Madison South Wing
New York
Long Beach
San Diego
San Francisco
Seattle
St. Paul
Union Trust Building, New York
Portland

ESTABLISHED IN 1883

S. W. Straus & Company, in this 64-inch advertisement in the financial columns of The Examiner, describe their place in the mortgage bond field. They are heavy advertisers in The Examiner.

Largest home-delivered circulation in Los Angeles

One of the 28 HEARST NEWSPAPERS read by more than 20,000,000 people
Member of International News Service and Universal Service
Member of Associated Press

Member of A. B. C.

advertisements there is only an occasional copy tie-up of this kind.

A recent general advertisement has almost no copy except the trial offer, and almost contradicts the statement that the money-back offer is never played up. It is, however, subordinated to the picture of the truck, which occupies almost the entire space of the layout. A caption is printed in a white strip across the top of the picture. A white square, tipped at an angle, contains the sub-caption, "Trial Offer," followed by a description of the offer, and is cut into the photograph of the truck near the base.

The campaign, in the company's opinion, has been very successful. Large numbers of inquiries are received from every advertisement and a gratifying proportion of these inquiries are turned into sales. Orders are filled through the company's distributors, mill supply houses and dealers in heavy hardware. When orders are received direct, they are credited to distributors.

Vivaudou and Drug Syndicate to Merge

V. Vivaudou, Inc., perfumes, the Kny-Scheerer Corporation of America, surgical instruments, and the American Druggists Syndicate will merge under the name of the Vadsco Sales Corporation. Besides the above companies, the following subsidiaries are involved; Alfred H. Smith Company, Parfumerie Melba, Inc., Delettrex, Inc., and Kleawell, Inc., all of whom will retain all trade-names and trade-marks. The Vadsco Sales Corporation will take a general sales agency from these manufacturing units.

Thomas J. McHugh, president, and Jules S. Bache, chairman of V. Vivaudou, Inc., will be respectively president and chairman of the executive committee of the consolidation. David A. Schulte, president of the American Druggists Syndicate, will be chairman of the board.

E. T. Mackie Returns to New Orleans "States"

Elton Thomas Mackie, who resigned as head of the copy and service department of the New Orleans *States* to direct the advertising of *Maison Blanche*, has returned to his former position with the New Orleans *States*.

The *Pacific Paper Trade Journal*, San Francisco, will change its type page size to 7 by 10 inches, effective with the January 1, issue.

Two Readers—and Two Only —Told Us

HYDRO ELECTRIC SYSTEM
CITY OF WINNIPEG
CANADA

Editor of PRINTERS' INK:

Here in Winnipeg we read *PRINTERS' INK* and do so with gusto. We also read the Bible, those of us who are not occupied in repelling the attacks of Indians, or shooting buffalo on the main streets of our city!

I read with interest an article in *PRINTERS' INK* of September 27 which dealt with Bible quotations in advertising copy.

Mr. Calkins' letter particularly appealed to me, but on one point in his letter I crave information.

Mr. Calkins, after commenting upon the ignorance of many of the advertising fraternity regarding Biblical stories writes of the *stag* caught in a thicket, and used by Abraham as a sacrifice.

This animal was of course a *ram*, and I am now a prey to curiosity as to whether the Jovian Mr. Calkins nodded, or whether, with the subtlety of the well-known serpent, he introduced the error on purpose! In the latter case, I presume I may be regarded as one of the fish that rose to his fly.

Were there many others?

H. B. CHIPMAN.

Clarence Saunders Plans National Chain of Stores

Clarence Saunders Stores, Inc., has been organized, with Clarence Saunders as president, to effect a nationwide expansion of the grocery chain system bearing his name. The Clarence Saunders Stores, Inc., is to be the operating company, the Clarence Saunders Corporation remaining the holding company. The nucleus of the new corporation will be formed by the acquisition of the present Clarence Saunders stores in Memphis, Birmingham, Louisville, San Antonio, Shreveport, Little Rock and other cities of the South.

New Accounts for Minneapolis Agency

The Harrison-Guthrie Agency, of Minneapolis, Minn., has been appointed by the Royal Milling Company, Great Falls, Mont., to direct a campaign in Western newspapers for Rex flour. This agency has also been appointed to conduct an institutional campaign in Northwest newspapers for the Minneapolis Gas Light Company, Minneapolis.

Jacksonville, Fla., to Start Advertising Campaign

The City Council of Jacksonville, Fla., has approved an advertising campaign for the coming year. Newspapers, direct-mail and outdoor advertising will be used. Harry E. Burns & Company, Inc., advertising agency of that city, has been appointed to direct the campaign.

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In Building Materials Adver- tising there's a story to tell rrr

Building Materials Advertising, to be successful, must reach and influence substantial members of a community—the builders of Homes, Apartment Houses, Hotels and Stores.

And in San Francisco The Examiner carried nearly twice as much of this lineage, National, as all other local newspapers combined, during the first nine months of 1928.



The Examiner leads all San Francisco Newspapers in these 19 National Advertising Classifications out of a total of 23:

Automotive	Medical
Building Materials	Men's Wear
Electrical Appliances & Supplies	Miscellaneous
Footwear	Musical Instruments
Furniture & House Appliances	Office Equipment
Groceries	Publications
Heating & Plumbing	Radio
Insurance	Sporting Goods
Jewelry	Tobacco
	Toilet Requisites

One of the 28 HEARST NEWSPAPERS read by more than twenty million people

San Francisco Examiner
Monarch of the Pacific

4th in National Advertising Lineage among U. S. newspapers—First West of Chicago

Member of International News Service and Universal Service
Member of Associated Press
Member of Audit Bureau of Circulations

"OUR ANALYSIS OF AMERICA'S REVEALS



3RD LARGEST MARKET



600,000 HOMES



OVER 500,000 CIRCULATION

"A RECENT study of market . . . of newspapers . . . the coverage and costs, reveals these amazing facts," writes prominent agency executive.

"Philadelphia is the only market in America where nearly every home in city and suburbs can be reached through one newspaper.

"In this territory of six hundred thousand homes, The Bulletin goes into nearly every home.

"We found this circulation so permanent, and result-producing, because it has grown entirely through reader-con-



The Confidence of a Whole People—a Tremendous Newspaper Audience

IN Philadelphia, the early acceptance of The Bulletin in a few homes gradually spread to many homes. Today The Bulletin's circulation is far larger than that of any other Philadelphia news-

paper, — is one of the great newspaper circulations of America. With an average of 549,148 copies, Evening Bulletin reaches nearly every home in Philadelphia and suburbs.



MARKETS THESE AMAZING FACTS"

this agency executive says

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...have adopted Philadelphia
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...1895, The Bulletin had six
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...aily average of 549,148.

A great growth! An enormous
increase! Yet an unhurried one,
spread over a third-century.

A growth accomplished by
making a newspaper that re-
flected Philadelphia:

Edited with care...modera-
tion...accuracy. Avoiding
scare-heads and sensational-
ism. Gaining readers by merit.

All of this is important to the
advertiser,—whether he has a
test campaign, or a day-after-
day sales problem.

It explains why one newspaper
effectively covers the Philadel-
phia Market,—the Third Larg-
est Market in America.

The Evening Bulletin

City Hall Square

PHILADELPHIA

...paper An...
...great new...
...a. With a...
...copies...
...es nearly...
...a and sub...

York Office: 247 Park Avenue
Chicago Office: 333 N. Michigan Avenue

Detroit Office: 321 Lafayette Boulevard
San Francisco Office: 681 Market Street

Contrast These Figures!

The **BOOTH NEWSPAPER AREA** *ONE OF AMERICA'S 13 LEADING MARKETS*

Which Includes
The 8 Principal Centers of
Michigan [Outside
of Detroit]

There are:—



118,894
Water Users



119,652
Telephones



158,623
Electric Users



131,164
Gas Users



161,455
Families

and The Booth Newspapers
Have a Net Paid
City Circulation of **171,232**

Total Net Paid Circulation 269,477

Publishers' statement for period ending Sept. 30, 1928

Grand Rapids Press

Flint Daily Journal

Saginaw Daily News

Jackson Citizen Patriot

Muskegon Chronicle

Kalamazoo Gazette

Bay City Daily Times

Ann Arbor Daily News

I. A. KLEIN, Eastern Representative
50 East 42nd St., New York

J. E. LUTZ, Western Representative
6 North Michigan Ave., Chicago

THE BOOTH PUBLISHING CO.

Central Office 2500 Buhl Bldg., Detroit, or any newspaper listed

Advertising and Selling 100,000,000 Books

The Story Behind Little Blue Book Series Frankly Told in Book by Publisher

By Don Gridley

NINE years ago, out in Girard, Kansas, E. Haldeman-Julius published "The Rubaiyat." It was a small book, bound in stiff blue paper covers, and its advertised price was 25 cents. Thus was born the now famous Little Blue Book series. During the nine years since then the series has included more than 2,000 titles, there are now more than 1,200 titles active, the books now sell for 5 cents each and the publisher has sold more than 100,000,000 of these books to people in almost every country of the world.

The story of this amazing achievement in publishing and mass production is told frankly by Mr. Haldeman-Julius himself in his book, "The First Hundred Million" (Simon and Schuster), recently published. If this book were merely a record of experiences in publishing books it would be of little interest to anybody outside the book field, but since the author can claim, and with some justice, that his experiences indicate an adventure in American taste and since the success of the series has been built largely on a foundation of advertising—the author claims that he is using more advertising lineage annually to promote his books than any other publisher—the unusually frank and lively book is of interest to advertisers in general.

The author claims somewhat sweepingly that his experiences have given him a cross section of American taste. This is perhaps true to a greater extent than some conservatives would like to believe, yet it is obvious that Mr. Haldeman-Julius himself, despite his efforts to be fair, has let his own predilections influence his judgments.

The mere fact that books of free-thinking outsell books on

biblical subjects by a vast majority does not indicate that we are a nation of atheists. It is obvious on analysis that there is a vastly greater body of religious literature than there is of atheistic literature. A million of homes have copies of the Bible where a dozen homes have Bob Ingersoll. Therefore it is not unexpected that Little Blue Books dealing with the gospel according to the apostles should not sell in large numbers. Mr. Haldeman-Julius admits this to some extent but does not lay enough importance on the fact. One cannot but extend a word of praise to him, however, for his determination to continue publishing orthodox books merely for the sake of fairness.

WHAT DO AMERICANS READ?

Some of the things that Mr. Haldeman-Julius has discovered are interesting but are hardly news. For instance, it is no revelation to find that the American reader is interested in sex. Nor is it news that Americans look eagerly for anything that comes under the heading of self-improvement. (It may be news that some 17,500 Americans admit their own stupidity to the extent of buying that number of copies of "How to Conquer Stupidity" in a single year.) Nor are we surprised that humorous books sell in large numbers.

No, these facts are not news but the figures quoted by the author are amusing and interesting and are worth some study.

As Mr. Haldeman-Julius points out, the Little Blue Books go out to sell purely on their merits. No book is favored over another, since each receives the same amount of space, usually one agate line, in each advertisement. Little effort has been made to push any

single book more than another, although a few specialized advertisements have been written for certain classifications of books.

The books have been sold almost without benefit of many of the seemingly necessary tools of advertising. Unusual layout is not considered. White space is used for one thing alone—to fill with printing. The copy consists almost entirely of the names of the books themselves and the order blank. Yet the advertising has been unusually successful.

Since he can use none of the finesse that is at the beck and call of the average advertiser, Mr. Haldeman-Julius has substituted other means of building sales. One of the most interesting sections of the book deals with the effect of changing titles. For instance a book called "Casanova and His Loves" sold 8,000 in one year, an unsatisfactory figure since the publisher sets 10,000 as the usual minimum yearly sales necessary to keep a book on the list. The author draws the obvious conclusion that people do not know who Casanova is and therefore are not interested in his amours. The title is changed to "Casonova, History's Greatest Lover" and the sales jump to 22,000. A "Life of George Sand" similarly shows a gain of 6,000 copies a year when the title is changed to "The Love-Life of a Frenchwoman."

While some of the most spectacular cases of revival of dying titles have come about through introducing a note of sex in the titles there are many other ways in which the publisher stepped up sales of books which were on their way out. For instance, Whistler's famous essay "Ten O'Clock," sold less than 2,000 copies per year under that title. Rechristened to "What Art Should Mean to You" it jumped to 9,000. (To digress a moment, another fact discovered by the publisher is that Americans are intensely interested in books which will help them understand the arts.) "Art of Controversy" proved to be a poor seller. As "How to Argue Logically" it sold 30,000 copies per year. "An important secret of

successful titling is to be imperative, to insist in the very name of the book that the reader should have it," says Mr. Haldeman-Julius. "Now 'Life Among the Ants' was much improved in its distribution by extending it thus: 'Facts You Should Know About Ant Life.' . . . The public of today wants facts and it likes to be told that it is getting facts."

CHANGING THE CLASSIFICATION

Title changing was not the only method used to revive books. In the advertising, titles are placed under various classifications such as "Humor," "Self Improvement," etc. The publisher found that a book placed under one heading might be a failure, while put under another it would be a success. For instance, "Poems of Evolution" sold 2,000 in 1925. The title was changed to "When You Were a Tadpole and I Was a Fish" and sales went to 7,000 in 1926. It was first listed as "Poetry" then as "Evolution." Finally it listed as "Humor" and sales lifted themselves to 21,000 copies in 1927.

A reviewer might go on indefinitely quoting interesting facts from the frank tabulations which are printed in large numbers. He is tempted to point out that humorous verse is less popular than comic poems. This is the explanation. "A Book of Comic Poems" sold 21,500 copies while "A Book of Humorous Verse" sold only 10,500 copies. In fact it would be interesting to quote the entire tables on the sale of humorous books, as a highly profitable classification.

The advertiser interested in mass production will find much to interest him in the story of how the cost of the books could be lowered from twenty-five cents a copy to five cents through the increased efficiency of production facilities and the benefits of advertising.

"At any time," says the author, "with a list of 1,260 titles, the warehouse inventory shows an average total stock of between 7,000,000 and 12,000,000 books. The lowest level in times of active distribution has been 6,000,000 books—or an average stock of

Los Angeles Times Circulation GAIN

Six months' period ending Sept. 30, 1928
compared with same period last year

Everyday Gain

10,129

(Second Morning Paper Gain 1,935)

(Third Morning Paper Loss 6,005)

Sunday Gain

12,853

(Second Sunday Paper Gain 3,577)

Eastern Representative:

Williams, Lawrence & Crozier Co.
360 N. Michigan Blvd. 285 Madison Ave.
Chicago New York

Pacific Coast Representative:

R. J. Bidwell Company
742 Market St. White Henry Stuart Bldg.
San Francisco Seattle

5,000 copies of each title. This would last only six months on the principle that a successful Little Blue Book must have a sales record of 10,000 copies annually—and the best sellers run to as many as 30,000, 50,000 and even 70,000 copies sold in a year."

That is mass production and requires mass production methods. The minimum printing of any one book is set at 10,000 copies and through a careful working out of printing procedure, today the plant can turn out 80,000 books in an eight-hour day. This figure can be tripled by running the plant continuously. Yet for maximum production there are required the following number of employees: for the pressroom, eight; for the bindery, sixteen, for the baler and warehouse, five to seven.

Obviously such achievements in production volume and efficiency could never have been brought about without extensive advertising. If ever a business was built upon advertising that of the Little Blue Books has been. Therefore some of the most interesting chapters deal with the development of an advertising policy, with the study of mediums and with other problems attendant upon advertising. All of these are frankly explained by the author.

Advertisers interested in appropriation percentages will be surprised to learn that Mr. Haldeman-Julius is quite willing to spend 2½ cents to get each five cents worth of orders.

Here Mr. Haldeman-Julius points out the necessity for testing and retesting if a direct-to-the-public proposition is to be successful. Not only did he make tests by changing titles, but he also tried various types of headlines, special offers, bulk orders, etc. Experiments were made with the product itself. He proved that it was not practical to issue full length novels in three or four of the Little Blue Books. People bought the first volume to see if they liked the novel and then bought no more. It was by such tests, conducted continuously, that Mr. Haldeman-Julius was able to determine not only the best kind

of advertisements to run but also what products people wanted.

In one significant sentence he points out that "Buyers of the Little Blue Books can be induced to purchase only what they earnestly desire to read." Again and again he emphasizes the fact that the publisher cannot let his own likes and dislikes, his own preconceived views, influence him too greatly. For instance he was almost certain that "The Rubaiyat" would not sell in large numbers because he felt that almost every reader has a copy of it in his home. Yet his judgment was so far wrong that he sells annually 50,000 copies of this publication which was the first of the list.

Mr. Haldeman-Julius gives a number of tables showing the results obtained from different mediums. These tables in themselves will be of little value to readers in other fields but the thought behind them is of great importance because it epitomizes some of the most significant facts in the buying of space.

In his closing chapter Mr. Haldeman-Julius discusses his "date-line" policy for which he has been criticized harshly. He shows that this policy was, after all, merely another one of a series of tests.

In 1922 when the books were still selling for ten cents he wanted to find out if enough more people would be willing to buy the books for five cents to warrant a cut price. Therefore he advertised a special sale at five cents per book with the warning that after a certain date the price would go back to ten cents. The result of the sale did not warrant a reduction in price so that on the date specified the books went back to the original price. This was tried several times until he had convinced himself that it would be possible to cut the price.

When it became necessary to plan the advertising for the fall of 1927 a survey revealed the fact that sales were falling off alarmingly. Mr. Haldeman-Julius wondered if the idea had worked itself out. He almost decided to discontinue the series. However,



Seven short years ago the Packer organization was small and little known. Today it is the largest exclusive outdoor operating company in the world . . . What did it? Nothing in the world but the intelligent kind of service that makes outdoor advertising pay the advertiser—and pay well.

PACKER ADVERTISING CORP.
Cleveland, Ohio

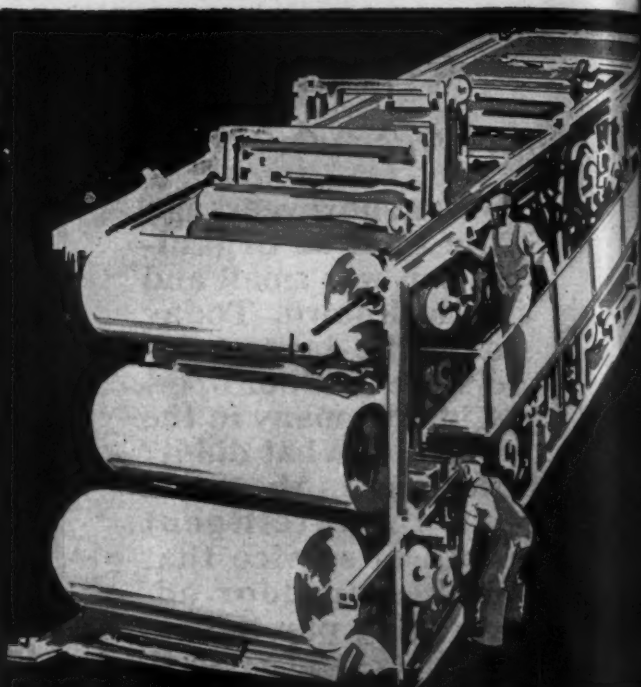


President

PACKER

**THE LARGEST EXCLUSIVE OUTDOOR
OPERATING COMPANY IN THE WORLD**





38,805
Average Net Paid
DAILY GAIN
for October
over Oct. 1927

AND---
the LARGEST
CIRCULATION
in the history of
THE BALTIMORE
SUNPAPERS
Daily (M. & E.)
294,609
for October, 1928

THE
MORNING



EVENING

SUN
SUNDAY

JOHN B. WOODWARD
Century Bank Bldg., 110 E. 42nd St.
New York

C. GEORGE KROGNES
First National Bank Bldg.
San Francisco

GUY S. OSBORN
360 N. Michigan Ave., Chicago
JOSEPH R. SCOLARO
General Motors Bldg., Detroit
A. D. GRANT
Constitution Bldg., Atlanta, Ga.

true to his ideas as an advertiser, he determined to make a test. He announced in his advertising that he was contemplating closing out the series and urged the public to buy. Significantly enough, no date line was appended. The results of this experiment proved to him that there still is a large market for the Little Blue Books and the series has been continued. He now believes that the necessity for date line advertising has passed.

The author has written an intensely interesting and amazingly frank story of a great publishing venture. Whether or not you agree with his views on social subjects or even business subjects you will find in his book plenty of helpful material for anyone interested in advertising.

B. C. Wheeler Joins "Chicago Golfer"

Bertrand C. Wheeler, for the last seven years advertising manager of the Marquette Cement Manufacturing Company, Chicago and Memphis, has resigned to join the *Chicago Golfer*, official publication of the Chicago District Golf Association. In addition to participating in the management of the magazine, he will serve as advertising director.

Appoints Botsford-Constantine Agency

The Coast Cedar Shingle Company, Seattle, Wash., has appointed the Seattle office of the Botsford-Constantine Company, Inc., to direct a magazine advertising campaign for Fitite cedar shingles.

Marcel Guerlain Account to Griffin, Johnson & Mann

Marcel Guerlain, Inc., New York, perfumes, has placed its advertising account with Griffin, Johnson & Mann, Inc., New York advertising Agency.

R. M. Douglass with Silent Automatic Burner Company

Ralph M. Douglass, formerly advertising manager of Kelvinator, Inc., Detroit, has joined the sales staff of the Silent Automatic Burner Corporation, Detroit.

J. M. Richmond Leaves Howell Organization

John M. Richmond, assistant to the president of the Howell Organization, Inc., New York, advertising, has resigned.

Railroad Advertising Must Go After Occasional Traveler

THE PENNSYLVANIA RAILROAD
PHILADELPHIA, PA.

Editor of PRINTERS' INK:

I have read Mr. Condon's article—"Are Railroads Neglecting the Occasional Traveler?" [October 18 issue], with much interest; there is a lot in what Mr. Condon says. Most all railroad advertisers appreciate the fact that it is difficult to change the regular rider, but it is the occasional rider they must go after in their advertising.

I am not so sure the general public needs special enlightenment through advertising copy on the difference in cost between a Pullman berth, section, compartment and drawing room. This is detail information that properly comes within the province of the ticket agent to furnish. It seems to me the thing to be accomplished by advertising is to impress upon the occasional traveler the additional comfort and convenience to be found in a Pullman car, and let him get the details from the ticket agent.

Every railroad man, I believe, appreciates the importance of making it easier for the occasional traveler to use the railroad. It is for this reason that travel bureaus are maintained at railroad headquarters, but this of course does not meet the requirements of all passengers. City ticket offices are instituted and maintained to enable the public to obtain complete detailed information more readily than can be obtained before a station ticket office window where perhaps passengers are lined up to buy tickets.

Undoubtedly, the points brought out by Mr. Condon in his article will be found most interesting by all railroad men.

E. S. STEWART,
Advertising Agent

M. J. Eisler with Mears Advertising

M. J. Eisler has been appointed vice-president of Mears Advertising, Inc., New York. He formerly was advertising manager of Huyler's and the Knox Hat Company, both of New York.

Elected by Experimenter Publishing Company

Irving S. Manheimer has been elected secretary of the Experimenter Publishing Company, Inc., and the Conrad Company, Inc., New York, publisher of *Science and Invention*, *Amazing Stories* and other magazines.

Buffalo Agency Adds to Staff

J. W. Strickland has joined the research staff of Addison Vars, Inc., Buffalo advertising agency. For the last four years, he has been with the F. W. Woolworth Company. Charles G. Jenkins has joined the copy staff of Addison Vars, Inc.

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CONFIDENCE

has been

Charted!

CONFIDENCE—good will—is no nebulous phrase with Good Housekeeping. This magazine can definitely show the reliance of manufacturers and consumers in its policies, service and results. The record of 1928, which has now been charted, shows that both in advertising volume and in circulation this has been Good Housekeeping's most successful year. Every issue, with the exception of January and February, has been a record issue. Total gains for 1928 exceed the peaks of other years by more than 100 pages. The following pages tell a story of growth that has a meaning for the advertiser seeking sales and profit.

The story of Good Housekeeping's advertising growth is primarily the story of the growth in sales and profits of the manufacturers who use it. If you are a maker of a worthy product appealing to high-class families Good Housekeeping offers you a comradeship in growth.

CONFIDENCE

PAGES

1921

1922

1923

1925

2000

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1300

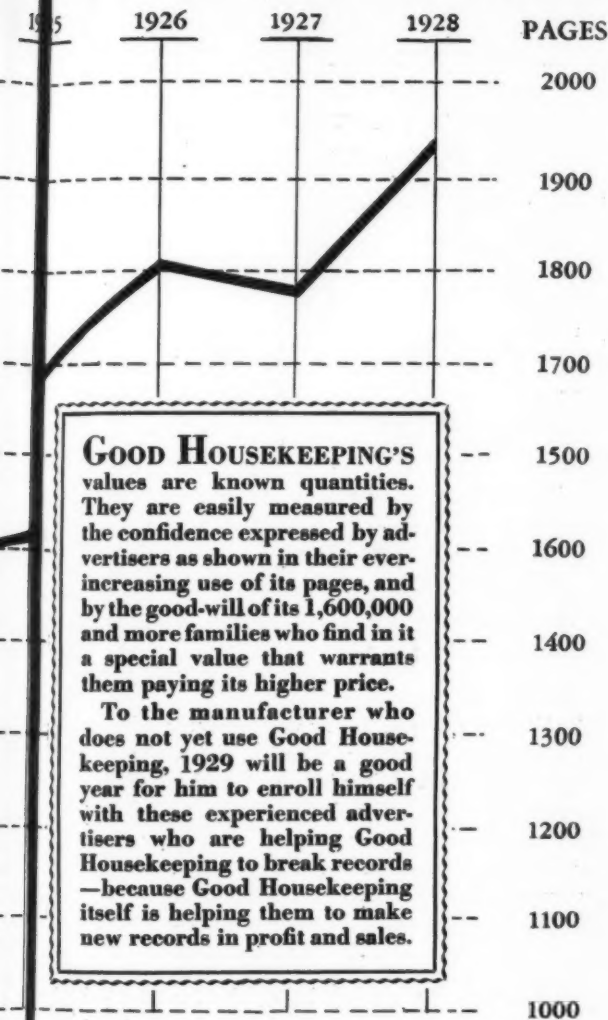
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Advertising Growth of D

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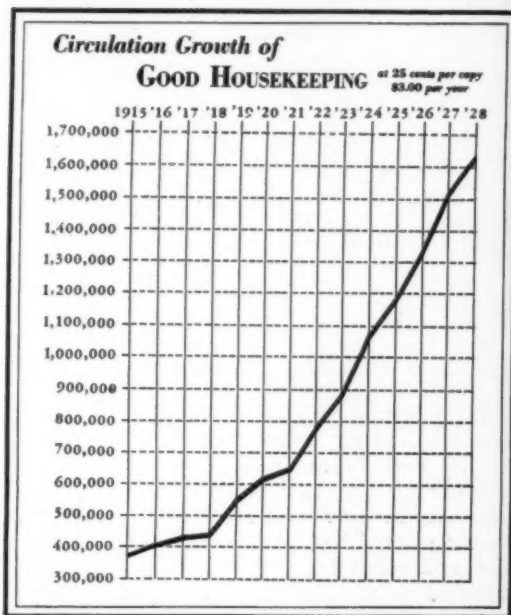
GOOD HOUSEKEEPING'S

values are known quantities. They are easily measured by the confidence expressed by advertisers as shown in their ever-increasing use of its pages, and by the good-will of its 1,600,000 and more families who find in it a special value that warrants them paying its higher price.

To the manufacturer who does not yet use Good Housekeeping, 1929 will be a good year for him to enroll himself with these experienced advertisers who are helping Good Housekeeping to break records —because Good Housekeeping itself is helping them to make new records in profit and sales.

GOOD HOUSEKEEPING

CONFIDENCE HAS BEEN CHARTED



CIRCULATION, too, is a measure of Good Housekeeping values. The only woman's magazine of large circulation to sell at 25c a copy, \$3.00 a year, Good Housekeeping has reached a new circulation peak of 1,638,779* copies — an increase of 112,630 since January.

*Estimated Average 12 Months

GOOD HOUSEKEEPING

CHICAGO † BOSTON † NEW YORK † DETROIT † SAN FRANCISCO

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Selecting and Using an Advertising Agency

Listing and an Explanation of Points Most Worthy of Consideration

By John Benson

President, American Association of Advertising Agencies

If I were an advertiser and looking for agency service, I would employ an agency in much the same way I would employ a lawyer. I would try to see all the lawyers available. Concentrate on a few. Ask advertising friends about their agency relations. See a few agencies, both large and small, who have worth-while clients and a record of creditable work. Then get acquainted with the important personnel; sense for myself what kind of people they are—how sound, how unpretentious.

I would avoid the cocksure and boastful as the plague, whatever merit they had. I would size up temperament. That means a good deal in getting along together. I would employ very gifted advertising men, but not a net liability—they make so much trouble. I would make sure that my account was really wanted by the agency, and profitable to it. I would look in it for a man personally equipped to do my job, whether he was the head of a small agency or an important man in a large one; make sure that he had experience, initiative, and imagination fitted to my need. Then I would see to it that he was really available.

It is important to know about copy talent. Getting a good copy man is not enough. There are two kinds, besides all the other kinds—the showman type, so necessary in the promotion of products of wide appeal and small cost, articles whose purchase is influenced by fancy rather than merit. That kind of copy mind is dramatic, knows how to run a vaudeville show, can keep product popping in the popular mind. The other kind is fact-finding, analytical, and logical; pre-

sents a product on its merit, soberly and soundly—the kind of presentation needed in selling bonds or motor trucks. Both types are needed in advertising, and either is likely to be a failure on the wrong job.

I believe more emphasis should be laid upon the media man in an agency. He has been more or less forgotten in the vogue of copy writers, research men and art editors. Even in these days of A. B. C. reports and available analyses, it takes a lot of knowledge and judgment to be a good buyer of publications. He ought to have advertising sense, know the meaning of campaigns, copy appeal, markets, client problems, understand trading areas and how to relate them to circulation; it is a big job, when done right. The American Association of Advertising Agencies is laying much emphasis upon this and doing educational work to promote it. At our coming convention in Washington much of our program is designed for media men.

Advertising is a business operation. Good business sense is certainly a sound requisite. Many advertisers overlook this item. In their search for talent, they pass up its more commonplace yoke-fellow—commercial judgment. One good way to value an agency's equipment in this respect is to look at its balance sheet. If that reflects poor management or imprudent finance, it would raise a question.

Financial soundness is another asset to make sure of; the outfit which lacks capital or net income is going to be handicapped in providing service; it may even fail to pay the publisher for your advertising and thus expose you to liability. This is kept constantly before our members by the finance committee, which annually reviews their financial statements. Our

Part of an address delivered at the annual convention of the Association of National Advertisers, Inc., Atlantic City, N. J.

members have a fine record in this respect. More than half of them get a high rating, and not over a dozen fall below our rating standards.

Why does one advertiser get excellent service and another poor service from the same agency? There may be several reasons, but I believe the chief one lies in the advertiser himself—the way he handles the agent. The relationship is a good deal like that existing between a horse and its jockey. The latter can win or lose the race. So much depends upon the way he guides, encourages and disciplines the brute. Even a horse can sense the spirit of its rider. An advertising agency is human; it has sensibilities. Its qualities of service depend upon its spirit, how it feels; upon its courage, initiative, interest, enthusiasm. And these can be imported by the advertiser, or inspired by him. They can also be suppressed.

Remember that there is a lot of strain about the practice of advertising; there is also something intangible about it which cannot be defined—there are so many right ways of doing a thing, besides all the wrong ways; and personal preference looms out of all proportion to its value.

Letting a creative mind have its own way, of course within the limits of being safe and effective, is much more productive of results than imposing your own preference, which may be no better. As Mr. Calkins points out, one of the deadliest handicaps to good copy is the multiple hand of the advertiser—with its conflicting and restricting ideas. Too many cooks spoil the broth. Too many okays deaden initiative, especially when they come from the treasurer or the law department of a client's staff.

Take the agency into your confidence. Let it know what it should know about your business. Help your agent make the right contacts higher up and in the field. The readier his access to your people, the better he can serve you.

Be frank with him. Don't hesitate to tell him where he falls

down; and then help him get up. If you are dissatisfied in any way, don't keep it to yourself. Have it understood. Letting the agency hang itself is poor policy for both. Agents should not be on trial; they should be in service, with everybody helping to make the job go.

One of the most unsettling things an advertiser can do to his agent is to carry on secret negotiations with another. That should always be avoided.

By all means keep your agency, if it deserves to be kept. The longer it serves you the more it knows about your business. The more permanent it is, the more confidential you can be. To do an intelligent job, an agent must have a lot of inside information; it must get close to your affairs. This might not be safe with people who come and go. Some of the most successful agency relations I know of are ten and twenty-five years old.

There is some injustice done to agents when severing relations. Cases come to my attention where the agent is removed, sometimes in the midst of a campaign which he has designed and is carrying out. That raises difficult questions as to compensation for his work. He loses a part of his commissions. Preparatory work he has done should be paid for, even if not used. It is his investment in the account. It is unfair to hand the new agent the old one's current ideas without compensation. Circumstances make a big difference, of course; but, on the whole, I believe advertisers could be more protective of their agents when terminating relations. There ought to be some contractual provision between agent and advertiser to cover it. If not, broad-minded equity should prevail.

Much can be done by advertisers to save agency time and effort. Prompt okay of copy, for instance. That saves waiting forces and subsequent overtime in trying to meet closing dates. Using subordinates for subordinate work is another economy for the agent. Often an advertiser will call up a head of the agency for some

IN 1929 100,000,000 CASH SALES!

NO product can have one hundred million sales a year unless there is a real, continuing demand for it. The demand for LIBERTY persists so regularly each week that LIBERTY is guaranteeing 2,000,000 average net paid circulation for the second six months of 1929 and 1,750,000 average net paid circulation for the first six months of 1929.

This year LIBERTY was purchased through newsdealers 80,000,000 times. Next year LIBERTY will be bought 20,000,000 more times. The additional 20,000,000 circulation costs no more. Advertising rates will not be increased. Circulation will continue to be 99% newsdealer, concentrated in America's major markets.

Liberty

A Weekly for Everybody

The lowest advertising cost
among the 13 leading magazines.

routine or trivial job, take up his time on something which an assistant or department head could handle.

The advertising agency is a business institution. It must make a profit to survive; it must make a good profit to finance the high cost of modern service. Its gross income is limited to 15 per cent. Its costs are mounting all the time. If it were not for the rapid growth of appropriation units, all profit would disappear. As chairman of the finance committee, I have made some study of agency costs, and they leave a scant 3 per cent net. On an appropriation of \$200,000, this would figure \$6,000—a very moderate return for a year's work. It is insufficient to pay for the financial risks involved. Something should be done to define and standardize agency service, so that it may be protected against those who abuse it, and for those who use it.

There are some things I believe an advertiser should not ask an agency to do, in the best interest of advertising. He should not ask his agent to write insincere copy; that weakens public confidence in all advertising. He should discourage such a proposal on the part of the agent. He should not ask him to put a halo around a turnip and sell it for a rose. Advertisers often expect from advertising something it cannot be expected to do. They want it to exalt in the popular mind a common garden variety product. This cannot be done without resorting to artificial appeal, pseudo-science, bought testimonials—all that repertoire of advertising tricks and devices which have been discrediting our business.

The copy writer is hard put to it. In desperation he reaches out for a far-fetched appeal, with a flimsy factual or scientific support. However ingenious the copy, readers feel its insincerity and discount it—and not only it, but all advertising. It would be much better if the advertiser would spend a fraction of the cost of such a campaign on honest-to-God efforts in his laboratory to improve the product, make it unique,

or lower its cost. Then it would be a real story to tell service to the consumer.

Don't ask the agent to put anything on the publisher, when it be unreasonable demands extra service, undesirable free publicity, or copy appeal which leads. That is like killing a goose that lays the golden egg. It either lowers the reader's faith in advertising and in the media or it adds excessively to the publisher's cost. You pay that in the end.

I am not making any plea for a better treatment of the agency such, but for more mutual consideration and support. We have our own faults to correct. We want to operate in the best interest of the advertiser, and to make our business sufficiently profitable to do so permanently. We want to be in a position to serve advertisers adequately, and not some excessively and others below par. We would like to have advertisers think of us as an institution of service which should be made available on fair terms to all advertisers and have the financial backing to do so.

W. A. Zimmermann to Join Thompson-Koch Agency

Waldemar A. Zimmermann has signed as account executive with Green, Fulton, Cunningham Company, Inc., Chicago advertising agency, in order to accept a similar position with the Thompson-Koch Company, Cincinnati advertising agency. Before joining the latter firm, he will take a month vacation in Europe.

Religious Press Re-Elects Officers

Rolfe Cobleigh was re-elected president of the Religious Press Department of the International Advertising Association, at its annual meeting. Allan Shubert was also re-elected vice-president, and William H. Wooster, secretary-treasurer.

D. F. Chalfant with Ira Petersime & Son

Dewey F. Chalfant, formerly advertising and sales manager of the Aldin Manufacturing Company, Mass. Ind., has joined, in a similar capacity, Ira M. Petersime & Son, Gettysburg, Ohio, maker of Mammouth electric incubators and ovens.

53% PLUS

Advertisers in New Orleans who take advantage of one newspaper's dominant circulation are 53% and one prosperous suburban market ahead.*

* * * * *

In Daily Circulation The Times-Picayune

Leads the 2nd New Orleans newspaper by 53%

Leads the 3rd New Orleans newspaper by 78%

Leads the 4th New Orleans newspaper by 146%

In Sunday Circulation The Times-Picayune

Leads the 2nd Sunday newspaper by 42%

Leads the 3rd Sunday newspaper by 63%

* * * * *

The Times-Picayune alone offers effective coverage of New Orleans prosperous suburban area, the 68-mile radius around the city. In the 8 largest suburban towns, for instance, The Times-Picayune reaches 37% of the total number of families every day and 52% on Sunday.

* * * * *

And as usual, The Times-Picayune continues to lead in city circulation and in city home-delivered circulation.

**The Times-Picayune published more paid advertising in the first 9 months of 1928 than the two afternoon and two Sunday newspapers combined.*

94,067 DAILY 132,436 SUNDAY

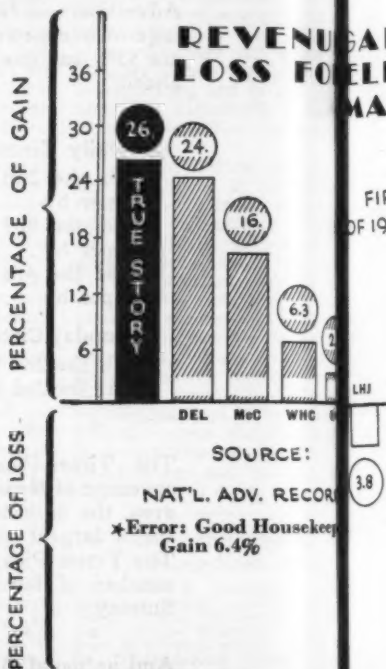
The Times-Picayune

IN NEW ORLEANS

Member 100,000 Group of American Cities, Inc.
Member Associated Press

Representatives: Cone, Rothenburg and Noes, Inc.
Pacific Coast Representatives R. J. Bidwell Co.

rising advertising tide *Flow Int*



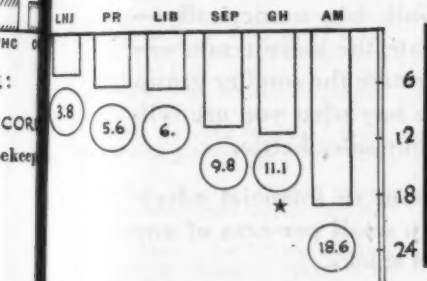
**NOW
ADVERTISERS
ARE SWINGING TO
TRUE STORY
THE NEW MARKET**

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low into the new wage earner market

NUGAIN OR FOR ELEVEN LEADING MAGAZINES

FIRST THREE QUARTERS
OF 1928 COMPARED TO SAME
PERIOD IN 1927....



ALL magazines lost 1.4% in line-age for the first three quarters of 1928, as compared to the same period, last year. Six out of eleven of the leading magazines lost between 3.8% and 18.6% in revenue... True Story, during this period, gained 26% in revenue—the **BIGGEST** gain of any major magazine published.

Now, October shows True Story still ahead, with a revenue gain of 23.6% over October, 1927.

Advertisers with sales quotas to satisfy are looking to the newly prosperous Wage Earner

market—65% of urban America—tapped by True Story.

They are continuing to talk to the ever valuable "white collar" market, but here, some 44 magazines must divide the spoils.

To concentrate among the Wage Earner families, advertisers must use True Story—the only great magazine edited specifically for this new market—"the only magazine they read".

Why not post yourself afresh? Write today for a book called "The New Family Market". Address True Story, Graybar Building, New York City.

The Cheering Section

WINS NO GAMES

Crowds in the Stadium bulk big—but the battle is won or lost by eleven men.

Circulation may bulk big numerically—but you can eliminate the mere readers—and so long as you retain the smaller group who have money to buy what you are selling, you will win your sales battle.

Particularly important to financial advertisers because only a small per cent of any city buys bonds and stocks.

And in Boston, that group must—and do—read the Transcript, the accurate complete financial evening newspaper.

Boston Evening Transcript

Highest ratio of BUYERS to readers

National Advertising Representatives

CHARLES H. EDDY CO.

R. J. BIDWELL CO.

Boston

New York

Chicago

San Francisco

Los Angeles

How Good Are Your Salesmen?

In Which a Retailer Recounts Some of the Things That Please Him,
Which Salesmen Do and Don't Do

By A. H. Van Voris

Retailer of Hardware, Housefurnishings and Sporting Goods

I JUDGE that one of the important problems of the manufacturer is to secure salesmen who can ably represent him among the retail trade. Readers of *PRINTERS' INK* may be interested to hear about certain salesmen contacts I have recently observed or experienced.

It is evident that some salesmen are better than others. Some are young. Others are seasoned by experience. Some are friendly and helpful, alert for the welfare of the retailer. Some are aggressive. Some are too aggressive.

Personality is a splendid asset for the salesman but since this factor seems to apply to all walks of life in which individuals mingle with their fellows, it is not my intent to present personality as the priceless pearl and then measure the little incidents of our discussion around this characteristic.

Rather, it is my thought to relate certain events that fit into the make-up of a well-trained salesman. Also I am of the opinion that these features which retailers like can come by instruction and training instead of being considered an innate part of the personality of the man.

Frankly, I do not like the idea of presenting any ideal or model to stand forth as the perfect salesman. It would be almost impossible to mould a dozen individuals and create from this mould a paragon of salesmanship.

On the other hand it seems entirely possible and practical so to train salesmen that they will naturally order their activities to make favorable impressions upon the retailers whom they visit. By this I mean to imply that there are certain things that are done by salesmen who call upon us that rub us the wrong way

and it would appear that the training or instruction of these travelers is at fault.

Friendly assistance, kindly suggestion, co-operation and advice—these are some of the things that retailers like to find present in the salesmen who call upon them.

All retailers like to feel that they are capable of running their own establishments and it makes all the difference in the world as to how the approach is made; how the suggestions are offered and the manner of giving instruction.

I recognize full well that the ultimate goal of the salesman when calling on the retailer is getting the order. But may I remark that I frequently observe altogether too much effort laid upon the immediate attainment of this goal?

I do not wish to imply that the salesman should talk and visit for an hour or more in an aimless way. But I do recall that some of our best orders have been given to salesmen who employ what I might term the indirect method.

DEALERS DON'T WANT TO BE "SOLD"

That is, the merchandise is presented in such a manner that at the conclusion of the entire process of showing, explaining, interest-creating and so on, the retailer places his order under the impression that he has bought the merchandise—not that he has been sold. The dealer does the buying instead of the salesman doing the selling.

It all amounts to the same thing, you see, but there is a different feeling in the retailer's mind and I daresay most of us do not object to being guided, whereas we do not like to be driven.

I am wondering why salesmen are not instructed to be a little

more helpful than some of them really are, while at the retailer's store.

For example, I recall certain instances in our own store when we have been particularly busy at some detail task during an interval of a salesman's call—a task, perhaps, where two pairs of hands would help out infinitely more than one and I have sometimes thought it would not be amiss if the salesman were to offer a bit of assistance. He was doing nothing. We were confronted with a task. If he had offered to help, we could have gotten around to him sooner. To be sure, he isn't paid his salary or commission to do these things—but it might help.

Here is an actual instance. The other day I dropped in at a local drug store during what happened to be a mid-afternoon rush hour. The proprietor was busy with several customers and the clerk had more than he could handle at the soda fountain and adjacent tables, in the absence of the fountain-girl.

A salesman representing a well-known drug supply house was taking an order which for the time being had been relegated to an intermission period and I was very pleasantly surprised to see him collecting and washing soda glasses and sundae containers and setting them up for the clerk.

I also saw him wait on four customers and make sales without bothering either proprietor or clerk for further selling assistance than to inquire the price of the articles.

Also he had some special quantity prices for doctors on such items as bandages, surgical gauze, etc., and he suggested that the clerk get in touch with two doctors whose offices were not far distant.

I chanced to overhear that much of the conversation and I later inquired how this worked out and learned that these special orders (which brought added profit to that store) had been secured before the salesman left. In addition, the proprietor was unusually impressed by the salesman's help-

ing hand during that rush hour.

Most retailers are open-minded enough to listen to explanations—but they do not like arguments. The salesman who openly knocks a competitive line generally finds himself bucking against a stone wall. However, there is frequently a way to show the retailer a friendly comparison of products and if this is done in a really interesting manner, sales results are often achieved. No knocking. Just good business.

A salesman who sells a high grade of cup grease for use in automobiles makes the following graphic selling point when calling on garages and service stations. If he finds that the dealer is handling a cheaper and consequently inferior grade of cup grease, he asks permission to dip out a spoonful from the drum-container and he then places it in a small metal cup, pours a little gasoline on it and applies a match. He then does the same with his own grease in a second cup.

His sample leaves no residue, whereas the cheaper grade invariably does, thus indicating some foreign body-building portion that has no true lubricating value. This result is very self-explanatory and carries more weight than an hour of verbal comparison. The salesman told me that by far the larger part of his orders comes from this simple test-method.

Another salesman for motor oils makes a heat-and-cold test between his oils and any of the cheaper brands which sell more widely on account of lower cost. The average honest dealer is impressed by quality and actual demonstration tests of this sort carry considerable selling power behind them.

A salesman for tools, representing a manufacturer in a distant State from whom we had never purchased, called on us and although we were pretty well covered in his line, went away with an initial order—and we have placed many others since that day.

Instead of getting out his catalog

The Reason

Reading Advertisements In Washington, D. C.

A group of Washington merchants recently completed an investigation regarding the reading of advertisements in Washington homes.

THE RESULT WAS AS FOLLOWS:

(Recapitulation of 2,818 Questionnaires)

DAILY PAPERS

Questions answered	2,620
Star read by.....	2,106
2nd paper read by	1,072
3rd paper read by	619
4th paper read by	410
5th paper read by	489

2,620 homes take . . 4,696 daily papers

Star read daily exclusively by 935

SUNDAY PAPERS

Questions answered	2,476
Star read by.....	1,981
2nd paper read by	978
3rd paper read by	548

2,476 homes take . . 3,507 Sunday papers

Star read Sunday exclusively by 1,089

The Star is read regularly every evening and Sunday morning in over 80% of all homes in Washington and in over 90% of the better homes. The National Capital is a highly concentrated market, richer than any one of 11 States, and thoroughly covered by one newspaper at a minimum cost.

The Result

Advertising Line Record September, 1928

Audited by a Newspaper Advertising Statistics Bureau of New York

Star—total lineage for September 2,295,549

2nd paper	676,970	4th paper	405,533
3rd paper	484,172	5th paper	178,054

The Star stands fourth in volume of advertising of all the newspapers in the United States.

This is largely due to the confidence of The Star's readers in everything that appears in its columns. For years all advertising has been strictly censored and all fraudulent and deceptive advertising eliminated.

The Evening Star.

With Sunday Morning Edition

WASHINGTON, D. C.

New York Office:
Dan A. Carroll, 110 East 42nd Street

Chicago Office:
J. E. Lutz, Tower Building

and running over page after page, giving price comparisons and talking quality—he *showed* quality. He took out his tools from a kit and actually used them. In fact, he abused those tools. He bored through nail kegs, metal strap and all.

He twisted his hack saw blades and cut hard steel with them and so on through the line with chisels, knives, etc., so that we simply had to be convinced that his was a line made to stand up under stress and strain when put to hard use by carpenters and electricians.

So I am wondering why more salesmen fail to get right down to brass tacks and show the retailer what their merchandise will do so that the retailer, himself, can feel confident when, in turn, he makes the final sale to the consumer.

Do you remember when quick-drying color lacquers were first introduced?

THE "SHOW-ME" METHOD

At the time, we had a fine stock of color enamels which brought us good sales and quick turnover and we felt pretty well satisfied with the line. However, this salesman went away with an order which, since that time, has run into hundreds of cans in repeat business and I am sure he started us on our way, not from mere selling talk, but from the actual show-me method.

He opened his kit, took out his brushes, and lacquered numerous small articles in the store with bright colors and then showed the immediate drying quality of his product by putting the articles to use three minutes after he had finished—a broom handle, a hammer handle, a shoe brush.

We were interested in watching him. Then he asked one of us to take a turn at the brush. We saw how easily it was done and how quickly the finished article could be used in the household.

Surely, demonstration is a fine point of selling.

Next, how about instructing the retailer how to sell the product?

A salesman should be a specialist in his line. Of necessity, the retailer is forced to divide his own time and attention over many lines.

I have in mind a salesman for an implement concern who hopped into a pair of overalls and jumper and in company with one of our own men set up a complicated piece of machinery, demonstrated it to a farmer-prospect and made the sale for us.

HE KNEW HIS BUSINESS

He knew his business and his special information carried right along into the field of selling activity and as indicative of the kind of salesman he was, this farmer has more than once remarked that we are connected with a first-class company which employs men who aren't afraid of a pair of overalls and a smear of oil and grease on their hands.

Such instances show real training on the part of the manufacturer and compel the belief that a good man is often the result of training and proper instruction.

How good are your salesmen?

Here is another angle—advertising helps.

The retailer is not always in a position to know about the campaigns that are being scheduled in the home advertising office. Perhaps he has overlooked an important announcement by direct mail.

Not long ago, the representative for a line of color varnishes which we have sold for some time called on his regular itinerary and during the conversation brought to our attention a demonstration which his company was putting on for active dealers. The plan was practical and was available without any strings attached to it and when it came and was opened, the following complete campaign was presented to us:

Special electros.
Special window trim.
Imprinted hand bills.
Free souvenirs.
Color cards.
Specially priced varnish brushes.

We made use of these helps and



Do Moose Charge?

Veteran sportsmen agree that the moose, while generally a harmless, retiring denizen of the deep woods, will occasionally charge—particularly in the rutting season. In the December issue of **FOREST AND STREAM**, Mr. Fred Turnbull, author of "Moose I Have Met," says:

"I heard something move behind me. Casually turning my head, I snapped out of it with a rush and in no time at all I was up as far as I could go in a small pine tree. That noise I had heard was made by an animal that looked as big as a house, with something that resembled a hayrack on his head and he was cat-footing straight for me."

Because **FOREST AND STREAM** recounts the experiences and observations of the foremost authorities in the field, more than one hundred thousand outdoorsmen read every issue.

FOREST AND STREAM
80 LAFAYETTE ST. NEW YORK CITY


Wm. Clayton

Publisher

W. J. DELANEY, Advertising Director

In the West: F. E. M. Cole, Inc., 25 N. Dearborn St., Chicago
On the Coast: Hallett Cole, 1459 N. Catalina Ave., Pasadena





*The largest circulations
in America - October 1928*
SUNDAY... 1,579,667
DAILY... 1,268,047
... new high records for
THE NEWS, New York's
Picture Newspaper . . .

—Plus Buying Power

Farm buying power rests not with the mass—but rather with the specialized classes—among whom **DAIRY FARMERS RANK FIRST.**

The advertising message directed to this group not only reaches preferred buyers, but individuals whose influence in their respective communities is unquestioned.

You can reach a quarter million such dairy farm families thru their business guide.

THE DAIRY FARMER

One of the Meredith Publications

during the demonstration moved a considerable quantity of the product, thereby gaining many new customers.

While thinking of advertising values, I am inclined to the opinion that far too many salesmen take too much for granted and thereby pass up a first-class opportunity to assist the retailer and to emphasize their own line. Advertising helps of the present day are too valuable to be neglected and since the retailer has so very many lines to develop, he cannot be expected to push any particular one.

He may be ever so enthusiastic at the time of the salesman's call but the very next day this enthusiasm may be shifted to something else. Therefore, why not try to hold this enthusiasm by securing his advertising co-operation?

From experience, I may state that the retailer is often at a loss to know just what to advertise and when preparing his local newspaper copy, if he neglects to include your product, is he at fault—or is the salesman?

If the retailer fails to advertise his merchandise, how does the manufacturer know he will display it? And without advertising or display, how much can he possibly sell?

A salesman who calls on us at regular intervals represents a company for whose product we have built up a very fair business over a number of years. Yet it happened by mere chance that I stumbled on a veritable gold mine of sales assistance.

In looking over catalogs while clearing out some obsolete material, I ran across an announcement of the service department of this concern. In this announcement, entirely unadvised or uninformed by the salesman, I learned about securing window displays, electros, direct-mail pieces, counter booklets, etc. We had been missing this assistance for our store from lack of information as to its existence all that time.

If I were a sales manager, during every sales convention I think I would allow sufficient time to

impress upon every attending salesman of the organization the absolute desirability of informing the dealer—of "selling" him on the idea of sales service and of really acquainting him with the product. I cannot emphasize this one point too strongly. The dealer must have a thorough knowledge of the products he sells in order to be called a successful merchant.

Progress can be made along these lines if the salesmen obtain a keener insight into the retailer's side of the picture and work with him toward the goal of more profits for his store.

Then this profitable path of progress will be trod by all concerned—the retailer, the salesman and the manufacturer.

F. S. Goodspeed with Kramer Associates

F. Schuyler Goodspeed, formerly with the Einson-Freeman Company, Inc., New York, and formerly vice-president of The Bingham Company, Philadelphia, has joined the staff of Kramer Associates, Inc., New York, direct advertising.

Educational Film Account to Chambers Agency

The Educational Film Exchanges, Inc., New York, national distributor of short subjects in motion pictures, has appointed The Chambers Agency, Inc., New York, to direct its advertising account.

Appointed by Wentworth Radio & Auto Supply

J. N. Somerville, for several years with the General Electric Company, at Toronto, has been appointed advertising manager of the Wentworth Radio & Auto Supply Company, Ltd., Toronto and Hamilton, Ont.

Stanley Syman Joins Lucerne-in-Maine Association

Stanley Syman, recently local daily advertising manager of the New York American, has been made general sales manager of the Lucerne-in-Maine Community Association, with headquarters at New York.

"Commercial West" Appoints Robert S. Farley

The Commercial West, Minneapolis, has appointed Robert S. Farley, publishers' representative, New York, as its Eastern advertising representative.

Look Beyond the Factory Walls

Not Paternalism, Not Welfare Work, Not Interference with the Worker's Idle Hours, But—

By Donald A. Laird

Director, Colgate University Psychological Laboratory

MANAGEMENT which centers its attention on the company is tying its own hands. Betterments in routing, jigs and fixtures, sales strategy, and whatnot within the plant walls and company organization still miss a vital phase which modern developments have forced into a prominent position in efficient production and distribution.

Maytag is aware of this, so a Y.M.C.A. is financed.

Quality and production have both been brought under apparent machine dominance. Another way of saying the same thing, but with a different emphasis, is that now the worker is responsible for a \$30,000 machine where he used to be master over a \$20 kit of tools. Even the slightest worker failure runs up a terrific overhead with the expensive machine.

In most factories lighting, ventilation, seating, and in some cases rest pauses, are used to keep working conditions in tip-top condition for best worker efficiency. Overhead is too great and various production steps are too interlocked now to give the slightest chance for a fluctuation in worker capability.

Shop hours used to be twelve a day; now they are nine, eight and even less in a few instances. Sunday used to be the only day spent away from the factory; now Saturday afternoon, and in many plants all day Saturday is added to the brief holiday.

What the worker does while he is away from the works all these hours has more to do with his production than all the efforts of a \$10,000 engineer to improve the worker's machine and tools.

I could name several dozen concerns that are spending great sums to better conditions and methods within the plant, while they are neglecting the crucial problem that

changing trends have thrust upon them—they will not look beyond the plant walls for means of assuring that men on the \$30,000 machines come to the machine fit and capable to get every penny out of them every working minute.

Not paternalism, not welfare work, not interfering with the idle hours of the workers. But—

A small Eastern plant making boys clothing has a radio engineer on their staff on a part time basis. Radio parts are supplied workers at wholesale. This has made more of the hours away from the plant restful.

A CO-OPERATIVE GARDEN PLOT

A Southern steel mill maintains a co-operative garden plot for all employees. The company plows the plots and pays taxes. Employees and their families do the rest. This helps stretch the pay envelope and assures the firm that most of its workers are getting more healthful food, the benefits of ultra-violet rays, and are not making merry to pass the idle hours.

A group of plants buried in the old vice district in Chicago saw that things were cleaned up after they realized the deleterious effects these had on production by employees coming to their machines in no fit condition.

A Mid-Western electrical firm with a large plant abutting the wide open section of an adjacent village had funny things occurring in the works in the early afternoon. Noon hour visits to gin mills across the company street were readily discovered to be responsible. Now the company has professional vaudeville and employee dancing contests during the noon hour, and trolley tracks have been transferred to the other side of the plant.

A small Missouri town domi-



**Thomas R.
Preston**
of
Chattanooga,
Tennessee

President . . Hamilton Nat. Bank, Chattanooga Tenn.
 President Hamilton Trust & Savings Bank
 President Bank of Spring City (Tenn.)
 Director Penn-Dixie Cement Corporation
 Director Standard-Coosa-Thatcher Company
 Director Tennessee Electric Power Co.
 Director Richmond Hosiery Mills
 Director N. C. & St. L. R. R.
 Director Dixie Highway Association

**editorial influence
with men of
influence**

AMERICAN BANKERS
Association
JOURNAL

110 East 42d Street

New York City

CHICAGO

LOS ANGELES

**(26,309 net paid A. B. C. reaching 9/10)
 of the Banking Capital of America)**

nated by one factory is no longer astonished by anonymous gifts—which I happen to know are from the president and 90 per cent stockholder of the concern. A free hourly nursing service relieves the fatigue and tension of the worker's home-folks. Child centers allow the worker and his wife to visit friends in peace while their children are checked.

An electric railroad maintains a loan and financial advice officer who eases over periods of financial crises so that the \$30,000 machine is kept running merrily by a worker free from these worries.

Communities are beginning to dominate the efficiency of plants. As the five-day week gains, the community dominance will gain. As mechanical production advance shortens still more the hours in the works, the community dominance will continue to grow.

Plant engineers can supply improved machines and methods, but the community determines whether the men are going to be able to keep them producing at the new standards.

There are dividends in neglecting the plant for a week and looking over the community.

Caslon Company Wins Direct Mail Award

The Caslon Company, Toledo, Ohio, was presented the Silvertone award of The Standard Envelope Manufacturing Company at the recent convention of the International Direct Mail Advertising Association. The award which was made at a separate session was for a winning design, "The Ace of Shovels" produced for the Ohio Power Shovel Company, Lima, Ohio.

Colonial Air Transport Appoints Porter Agency

The Colonial Air Transport, Inc., which plans a passenger service between Boston and New York, has appointed The Porter Corporation, Boston advertising agency, as advertising counsel.

Cooper Corporation Appoints Sam Brown

Sam Brown has been appointed advertising manager of The Cooper Corporation, Cincinnati. He was formerly with the I. J. Cooper Rubber Company in its sales division at Columbus, Ohio.

Fred Weeks Heads California Agencies

At the semi-annual convention of the California Association of Advertising Agencies held at Del Monte recently, the following officers were elected: President, Fred Weeks, Newell-Emmett Company, San Francisco; first vice-president, C. F. Crank, Smith & Ferris, Los Angeles; second vice-president, Norman D'Evelyn, D'Evelyn & Wadsworth, San Francisco; secretary-treasurer, S. G. Swanberg, Botsford-Constantine Company, San Francisco.

The directors elected were: Don Francisco, Lord & Thomas and Logan, Los Angeles; J. A. C. Waters, Waters & McLeod, Los Angeles; Russell Lockwood, Lockwood-Shackelford Company, Los Angeles; Norman B. Stern, Johnston-Ayres Company, Inc., San Francisco and E. V. Weller, Campbell-Ewald Company, San Francisco. Mr. Francisco is the retiring chairman of the association.

Sun Oil Company, Ltd., Appoints W. W. Wright

W. W. Wright has been appointed managing director of the Sun Oil Company, Ltd., Montreal and Toronto, refiner of Blue Sonoco motor fuel and Sunoco motor oils. He was formerly regional sales supervisor of the Sun Oil Company in Southeastern territory in the United States.

Death of J. H. Hiscock

John H. Hiscock, of Geare, Marston & Pilling, Inc., Philadelphia advertising agency, died recently at that city in his fifty-third year. He had been in the advertising business for fifteen years and before joining Geare, Marston & Pilling, Inc., had been since 1915, with the Eugene McGuckin Company, advertising agency, also of Philadelphia.

New Account for J. H. Cross Agency

The Atlantic Coast Airways, New York, aerial passenger and freight service, has appointed the New York office of the J. H. Cross Company, advertising agency, to direct its advertising account.

New Account for Grant & Wadsworth

The Rock of Ages Corporation, Barre, Vt., quarrier of Rock of Ages granite, has appointed Grant & Wadsworth, Inc., New York advertising agency, to direct its advertising account.

To Represent Hollywood "Citizen" on the Coast

The Hollywood, Calif., *Citizen* has appointed the Fred L. Hall Company, Inc., publishers' representative, as its advertising representative on the Pacific Coast.



East Orange, N. J., October 10, 1928.

BOYS' LIFE.

3 Park Avenue, New York, N. Y.

Gentlemen:—Among the many traits that Scouting encourages in our younger generation is the ability to think for themselves.

This fact is continually brought to mind in my own home. My son, an enthusiastic Scout, has been busily preparing for a merit badge test and I have been quite surprised at the care and thought he has exercised in selecting the necessary tools.

I am tremendously interested in Scouting and believe that **BOYS' LIFE** plays an important part in the Boy Scout program.

Very truly yours,

(Signed) H. PATTERSON.

All boys like to make things of wood, to erect bird houses bookshelves, and other practical articles that will help them in their Scout work. These boys know that the best equipment is needed to do the best work. In all their purchases they display a knowledge and discrimination that designates them well-informed buyers.

BOYS' LIFE readers are a huge market for many different products. In any community they represent better than average homes, following their own desires and making their own purchases. They are the up and coming regular fellows forming the Scout movement in all sections of our country.

BOYS' LIFE

Boston

New York

Chicago

Los Angeles

Why not A



The above picture shows a lake vessel unloading at one of Ashtabula's large ore docks. At the right is pictured The TRUE Cleveland Market which is agreed upon as the only area of Cleveland newspaper influence.

The Cleveland P

Detroit / Atlanta
San Francisco

NATIONAL ADVERTISING
250 Park Avenue, New York

FIRST ADVERTISING

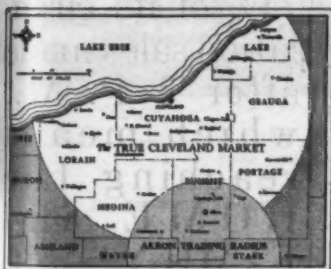
ASHTABULA?

CLEVELAND newspaper advertising has little or no influence in Ashtabula because Ashtabula, 55 miles from Cleveland, is a substantial market in itself.

Ashtabula is one of the largest ore receiving and shipping ports in the world, the hub of the second largest dairy section in the United States, and had—in 1926—an income of \$80,056,000.

Ashtabula is the center of a 24-mile trading area of 70,000 population. And because of fine local stores it receives not only the trade of the 25,066 Ashtabula people, but also attracts thousands from Conneaut, Geneva and other smaller surrounding towns, villages and rural districts.

Several surveys made recently in Ashtabula County (The Ashtabula Trading area) show that over 90% of the shopping of this district is done in Ashtabula, about 8% in Erie, Pa., while less than 1% is accredited to Cleveland. Consequently, for effective coverage of the Ashtabula Market local newspapers must be used.



Why not Ashtabula?
Because The **TRUE** Cleveland Market is *small and compact*. Thirty-five miles in radius, 1,525,000 in population, it is the only area of Cleveland newspaper influence. Ashtabula isn't in it.

ndPress

DVISING DEPARTMENT
N. Michigan Blvd., Chicago



SCRIPPS HOWARD

*First in
Cleveland*

Philadelphia
Los Angeles

BUY IN CLEVELAND

The New York Telegram Is Making Con- sistent Adver- tising Gains, Because

Daily average
net paid circula-
tion for six month
period ending
Sept. 30th:

235,578

* * * * *

The largest con-
centration of cir-
culation in the

Metropolitan and
Suburban area of
any New York
newspaper.

* * * * *

89.6% of its cir-
culation in dis-
tricts of average
and better-than-
average purchas-
ing power.

* * * * *

74% of its circu-
lation sales made
after 3 P. M.,
which means
reaching the
H O M E and
FAMILY.



The New York Telegram

A Sixty-Minute Newspaper

When the Camera Proves Your Talking Point

The Public Is Not Likely to Argue with Photographic Demonstrations of an Advertising Claim or a Process of Complex Character

By W. Livingston Larned

THE camera has become the modern advertising "demonstrator." And there is no form of advertising more instructive, more satisfactorily convincing, than the demonstration. But when an artist "makes up" an illustration, it is apt to be less effective than the photographic proof. There is an opportunity for exaggeration in the former. License may be taken. The average individual has come

than words, the story of rebound control with Gabriel Snubbers. In the first test, the car, without shock absorbers, was sent hurtling over the rough course as fast as reasonable safety permitted. You can gain some idea of its wild half-ride, half-flight from the pictures.

Yet a few minutes later it was driven over the terrific bumps just as fast . . . but almost smoothly! No pitching, no rebound, no tense gripping of the wheel. Gabriel Snubbers completely controlled the violent spring action.

Compare the two sets of pictures. They are matched up, bump for bump



terrible crash that sends the car
the front wheels off . . .

and sends the rear wheels high in the
air as the car . . .

then bounding off, still lifting enough
that even't share!



before it drops into the deep hole,
and smoothly . . .

prevents the terrific rebound, keeping
all four wheels . . .

solidity as the ground without any
further rebounding!

SIX OF THE PICTURES FROM A GABRIEL SNUBBERS ADVERTISEMENT WHICH PROVED ITS HALLS POINTS PICTORIALLY

to accept photographs as wholly truthful.

In an unusually composed series of pages and double spreads for Gabriel Snubbers, the camera has left no room for doubt as to the quality of the product and the service it performs. The campaign has set out to bring photographic evidence of uncontroversial character. Just what was done is summed up in this explanation as presented in one advertisement:

Here are two strips of motion pictures of the same car, traveling over the same road at the same speed. Study them carefully. They tell, more clearly

. . . rebound for rebound. Note, too, that in both tests the car had the full protection of its springs.

A motion picture camera followed the action of the car, under the conditions described, and this material was cut and tailored to meet the demands of the advertisement. There were fourteen remarkable halftones from as many camera originals.

The contention is made that such evidence is not to be doubted for an instant, whereas a drawn picture would be open to reader skepticism. He would have no method of ascertaining whether the artist

had merely created a forceful advertising illustration or had been inspired by a legitimate test.

It is recalled that, some months ago, a series of original pen drawings was used in newspapers to illustrate the remarkable performance of a certain product. The subjects seemed far-fetched and the public was incredulous. The picture statements were not being

made from the original camera studies. They printed sufficiently well to justify the measure, and criticism ceased. Now the pictorial statements were believed.

In its newspaper series for Super Suds, a new washing preparation, the makers of "beaded soap" depend upon photographic illustrations to clinch the copy claims. Strips of camera studies bring the



When you use Super Suds don't stand idling. Here's how you can get it done.

Just pour a little Super Suds into the dish. Rub it in. Super Suds is the best soap for dishes.

Now Super Suds is the best soap for dishes. It's the best soap for dishes.

Now you can see how it's done. It's the best soap for dishes.

Super Suds is the best soap for dishes. It's the best soap for dishes.

See How Dishes Sparkle *when washed this quick new way*

BRIGHT, shining
dishes ... in minutes

Assuming new form of soap makes glass
ware and china ... and glass with
Super Suds

Goodly, Washable!
There's no need to
wash



NEW!
American-made

PART OF A SUPER SUDS ADVERTISEMENT WITH PHOTOGRAPHS WHICH SHOW HOW EASILY DISHES ARE WASHED WITH THIS NEW SOAP

believed, and the advertiser soon became aware of this. Dealers wrote in. Likewise consumers. The advertising was too sensational. Those illustrations had gone a little too far.

As a matter of fact, the pen drawings had been made over silverprints which, in turn, had been made from actual photographs and there was not so much as a suggestion of untruth. Here were honest transcripts of a set of carefully made camera negatives. In the next display, a line in italics was introduced beneath the picture: "Drawn from an actual photograph."

This availed little. Doubt persisted. Finally the obvious thing was done. Coarse-screen halftones for newspaper reproduction were

demonstration to life. From the very moment a housewife takes the greasy dishes from the table, to their final polishing with a cloth, the camera proves each consecutive step. The claims are exceptionally strong and when this is true, the camera proof is all the more necessary and important.

Such serialized strips of photographic illustrations are possible today, on newspaper stock, because of scientifically prepared halftones which print well and are far less likely to develop mishaps and defects than those of a former régime. Then, too, the space employed is more generous, which has something to do with it, of course.

The plate glass manufacturers required photographs to prove to

First!

The BUFFALO TIMES

leads all other Buffalo papers
in circulation gains for the
six months ending Sept. 30,
1928, over the same period
of 1927; as shown by the
sworn Post Office statements:

EVENING TIMES

1928 - 122,016

1927 - 111,222

Gain—10,794 or 9.7%

SUNDAY TIMES

1928 - 144,326

1927 - 125,480

Gain—18,846 or 15%

Morning Paper gained 1.6%

Evening Competitor gained 1.3%

Sunday Competitor gained 4.2%

people that there was, indeed, a significant difference in window glass. Rather radical claims were not at first believed. But when a single scene was photographed through two types of glass, the camera demonstrated how true these statements were, beyond the shadow of a doubt. One section was obviously blurred and distorted, while the other was clear and perfect as to detail. Claims would have been questioned, and drawn illustrations mistrusted. The camera brought absolute conviction.

A campaign in both newspaper and magazines was planned for a well-known vacuum cleaner. And the year's pivotal argument was to tell of just how much dirt the machine could get out of any neglected carpet or rug. This idea would be repeated, over and over again, with illustrations to demonstrate just what the vacuum cleaner could and would do.

The first gun in the campaign was a color broadside to dealers. On the inside fold there was a great heaping mound of dirt, as taken from one machine, after it had thoroughly gone over a dining-room rug.

But a mistake was made—a mistake in judgment. Out of a desire for economy in printing and in plate-making, the illustrations were all in line, from drawings.

Shortly after the broadside was distributed, a letter was received at the home office, from a large Ohio dealer. It said substantially this: "I thought 'truth in advertising' was the order of the day. This folder of yours shows a pile of dirt which was sucked out of a single rug. Man alive—you couldn't get that much dirt out of a dozen rugs. What are you folks trying to put over? You can't get any level-headed retailer to believe this sort of exaggerated rubbish, and I'm certain the average housewife won't. She's a wise bird in her generation."

This set the advertising department on edge. If the dealer was a doubter, what, indeed, would happen when the consumer campaign began to get into motion? The piles of dirt taken from rugs and carpets and fabric chairs consti-

tuted the chief reason for this specific series of advertisements. And while the machine and figures, planned for magazine displays, were to be in halftone from photographs, it had been thought best to stipple the piles of dust, to more successfully elaborate their fine detail.

Then came strategy. A demonstrator and a photographer visited a number of homes, where the vacuum cleaner was put to work on old rugs which were badly in need of cleaning. And the contents of the suction bag, poured out on sheets of white paper, were photographed, close-up style.

Nor was this all. An affidavit, signed, was received from the housewife who had witnessed the demonstration, and all this evidence became the feature of the campaign.

Camera illustrations are therefore advisable under certain definite sets of conditions. Such pictures may lack dramatic power, but they are believed, which is very important.

The public was disinclined to believe the vigorous claims made by paint manufacturers that neglected wood surfaces rapidly disintegrate. The heat of summer, and the storms and snows of winter, play havoc. Thus a house should be painted frequently as an economic measure, since paint is a real preservative.

"Oh, they are just saying that to make us paint our houses every other year or so," was the oft-heard observation of the reader of the advertising.

There followed an astonishing series of illustrations made from photographs. The camera was placed very close to neglected wood surfaces, which had not been painted for a long while. And these camera studies were in turn enlarged, and sections of them reproduced in magazine campaigns and in booklets and other direct-mail literature.

The doubt was dissipated. People were willing to believe photographs. They took the camera's word for it.

It is so easy to employ the camera in a campaign, along the lines

Grocery Specialty Manufacturers!

THE ADSEALIT MEDIUM
offers you the most
valuable circulation* in

New York
Newark
Philadelphia
Boston
Portland
Springfield
New Haven
Hartford
Providence
Albany
Syracuse
Rochester
Buffalo

Pittsburg
Scranton
Cleveland
Detroit
Toledo
Grand Rapids
Baltimore
Washington
Richmond
Norfolk
Birmingham
Jacksonville
Atlanta

Chicago
Milwaukee
Des Moines
Kansas City
St. Louis
Indianapolis
Columbus
Cincinnati
Louisville
Chattanooga
New Orleans
Houston
Dallas

at the
"Point of Purchase"

THE ADSEALIT CORPORATION

342 MADISON AVENUE
NEW YORK

CHICAGO
6 North Michigan Avenue

SAN FRANCISCO
863 Fillmore Street

★ *This tried and proved medium reaches over 6,000,000 actual grocery buyers daily, in color, through the hands of over 70,000 clerks. Or it reaches whatever part of these consumers and clerks you choose—whenever you wish.*

Corn On

CORN is the farmers' raw product—
livestock is their finished product.

Where corn is grown, farmers lead in raising hogs and cattle.

Year after year, the United States Department of Agriculture reports that more than three-fourths of the corn is grown in the thirteen North Central States. From "Crops and Markets" it is estimated that 78% of the 1928 corn crop was grown in this fertile section.

73% of the hogs and 51% of the cattle are raised by farmers living in the thirteen "Heart States."

"Corn is the largest of all agricultural crops in the United States, in acreage, quantity and value . . ."

United States Dept.
of Commerce.

Successful

Published

MORE THAN 100

Branch Offices: NEW YORK CITY . . . CHICAGO . . . ST. LOUIS

Of the Hoof

THE present upward trend of livestock prices means millions of added dollars to the farmers' spending power.

To share the prosperity of the hog and cattle raisers, advertisers must reach those farmers who live in the thirteen North Central Heart States.

Successful Farming has more circulation in this leading livestock section than has any other farm magazine.

Choose Successful Farming when you plan your 1929 advertising program. It reaches those farm families who are considered preferred customers by merchants in the shopping centers throughout the thirteen North Central Heart States.

There are more shopping areas in the thirteen North Central Heart States, tributary to shopping centers of 25,000 or more population, than there are in any other section of the United States.

Data taken from "Shopping Areas,"
J. Walter Thompson Co.

Successful Farming

Moines, Iowa

LION CIRCULATION

KANSAS CITY . . . MINNEAPOLIS . . . SAN FRANCISCO

mentioned in this article, that one marvels just why, where a campaign seems to call for photographic proof, the advertiser does not pack his campaign with truth and proof?

Since every individual is a "camera illustrator," himself, in a sense, he is willing to concede that the camera keeps to the truth, as a rule. Certain situations and effects can be faked up, of course, but, very largely, the photograph is a quite literal visualization of the original.

Nor is it inevitable that such illustrations are always commonplace and lacking in pictorial character, because they are camera-made. A photographer of imagination, working with a layout artist who knows his business and modern trends, is in a position to supply all necessary campaign individuality.

Business Reply Cards Should Carry No Extraneous Matter

NO extraneous matter should appear on the address side of business reply cards and envelopes which are permitted under the provisions of Section 384½ of the Postal Laws and Regulations. The address side should bear only the required indicia and the name and address of the person or firm (permit holder) to whom cards or envelopes are to be returned.

In issuing these instructions, the Post Office states, in a recent bulletin, that it is important they be followed in order that business reply cards and envelopes may receive the special treatment provided under Section 384½. Where business reply cards and envelopes already have been printed and the extraneous matter on the address side is merely incidental, the supplies already prepared will be accepted for distribution and returned to the advertiser. The bulletin announces, however, that this will only be done with the understanding that future supplies must conform strictly to all requirements.

Postmasters also are instructed not to accept for mailing any matter which carries the name of another post office in the permit indicia, unless the permit indicia are completely obliterated and proper postage, in stamps, is affixed. Advertisers are warned that their permits are liable to revoke if it is found that matter bearing their permit indicia is distributed outside the mails to agents or others, or is furnished in bulk to their agents for distribution at post offices other than that named in the permit indicia.

When third-class matter is mailed without stamps affixed under permit, the indicia must be printed. The use of a hand-stamp for this purpose is objectionable and not approved by the Post Office. Further, the bulletin states that while it is desirable, when precancelled stamps are used to pay postage on third-class matter, the inscription "Sec. 435½, P. L. & R.," also be printed, such inscription may be hand-stamped when it is not practicable for the mailer to have it printed.

Commends Our Editorial Policy

ROCHESTER PACKING COMPANY, INC.
ROCHESTER, N. Y., OCT. 30, 1928

Editor of PRINTERS' INK:

I am glad to see the re-statement of your editorial policy in the October 25 issue under the heading of "Both Kill Mosquitoes."

I believe that 50 per cent of the value and interest of PRINTERS' INK would be lost if you should omit company and trade name.

EUGENE A. CURTIS,
Advertising Manager.

"Rotarian" Appoints Representatives

The *Rotarian*, Chicago, has appointed F. W. Henkel, of that city, as its Mid-Western representative. Umberto Gripaudo, of Milan, Italy, and Walter T. Pearce, of Bristol, England, will act as representatives for continental Europe and Great Britain, respectively. J. K. Evans & Associates, of Los Angeles, San Francisco and Seattle, will act as representatives on the Pacific Coast.

Frederic Kammann with White Printing House

Frederic Kammann, formerly sales manager of the Artic Nu-Air Corporation, Minneapolis, is now with the White Printing House, Chicago.

MATS

How much do you consider *quality*, when ordering mats? Do you realize that there are many different classes of mats, and each grade pretty well represents the price you are asked to pay?

Century Mats are only of one quality—the best that can be made, and the *only* grade that can faithfully carry through to the reader's eye every detail of the perfection of your original plates.

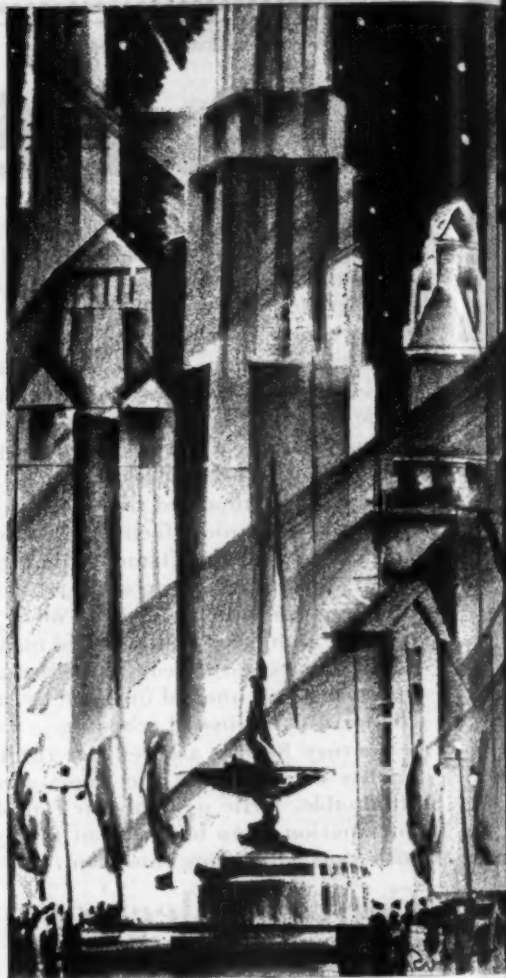
We use fine imported tissues, have the finest of mechanical facilities, and employ only selected craftsmen. All of these are at your command on every job, however large or small. Here we offer you day and night service, undivided responsibility, mats and stereotypes perfectly made, and accurately mailed on time to meet the most complicated schedule.

Century Service assures you the best quality of work and the finest service obtainable. Write us today for complete information as to how we can help you with your advertising campaign.

Century Electrotypes Company

MATRICES · STEREOTYPES
ELECTROTYPES · LEAD MOLDS
NICKELTYPES

547 South Clark Street, Chicago, Illinois



The E · R I K

381 FOURTH AVENUE, NEW YORK . . . EARN 1

*I will sing of facts;
but there will be some to say
that I have invented them"*

So poised and balanced,
so ringing in tone—
so almost lyrical in its effect on you!
Yes, an advertisement can impress one
just that way.

Thrill like a fanciful poem.
And—sell goods!

But you don't have to "invent" facts
to make advertisements that sing.

The choir that blends
the authentic bass of Industry
with the true tenor of Power
makes grand music.

Facts do not merely serve art.
They frequently constitute art.

K S O N Co.

EARN 1929 THE N. Y. CENTRAL BUILDING

Maintaining Sales Quality

It Is as Important to Improve the Morale of the Men Who Sell the Merchandise as It Is to Watch the Product Itself!

By C. L. Davis

A CERTAIN manufacturer in a Pennsylvania city has been president of his company for three years.

He came into the business from a totally different line. He had been selling advertising counter displays to a number of manufacturers in a particular field and had become familiar in that way with the whole industry.

There was one concern which seemed to have a good line of merchandise. Its repeat business was good, indicating that the public liked it. Its packages were attractive and the product itself showed up well under test and analysis.

Yet as the counter display salesman worked among other manufacturers and made his occasional survey trips among retailers, he found out that the line was gradually losing what small hold it had in a highly competitive industry. It was undoubtedly slipping. Bad management was blamed by people familiar with the company. A small town banker, who was not familiar with the industry, held control. There were constant arguments between salesmen and the home office. There was no morale. Salesmen were agreeing with retailers that the house policy was wrong. The turnover among salesmen was very high and a group of thoroughly discouraged and beaten men, the remnants of many "house cleanings," was all that remained to represent the house.

The fact that a line of merchandise could persist over a long period of years, and maintain even its small volume, interested the counter display salesman. After several months' work in negotiations and raising money among his friends, he secured a 51 per cent stock interest in the company. The first year sales showed an 80 per cent increase, the second year volume was doubled over that, and this year promises to finish with

more than a 100 per cent increase over last year.

The president of the company, who doesn't think his competitors know how fast he is growing, is averse to having his name or the name of his company made known for that reason, and because of his remarks against the methods of the previous management. His common-sense methods of pushing forward the sales of a badly slipping company have a bearing on what he considers too general a habit.

He gave me figures, facts, individual salesmen's earnings, and results of try-outs in specific cities and stores, and then wanted them withheld as too illuminating. But his conclusions are worth considering. He said:

"Without any real change in package, price, product or advertising appeal, our sales have shown almost startling increases, due primarily, I believe, to one factor.

"We toned up the quality of our selling habits to keep on a par with the quality of our products. The previous management had beaten its sales force down until there was no tone left. Instead of a group working in unison according to a definite policy, it had ended up with a number of men who had no interest in the job, who were discouraged and beaten. This company started off with a rush. It has, as you know, a long and interesting history. When the bankers secured control several years ago they found a good line, much accumulated good-will and an always increasing volume of business which seemed to flow in almost automatically. The first thing the banker management did was to reduce the number of salesmen. This was done without previous notice and scared the remainder. The reduction, too, was done almost arbitrarily. Some of the best producers and, therefore,

the highest paid men were let go first. The remainder were scolded about expense accounts, and received at least two pep letters a week urging them to hit the line hard and put forth their best efforts.

"The year consisted of one foolish little sales contest after another in which the men were told they were jockeys, airplane pilots, football teams and all sorts of things except salesmen working for a dignified company.

"The prizes were totally inadequate for the efforts the men were asked to make. When any man asked for a raise he was told there were plenty of opportunities elsewhere. In every case where the salesman dared to have a viewpoint of his own and stick up for that viewpoint in correspondence or in person, it was a foregone conclusion he was going to be fired and replaced by a cheaper man.

"Bulletins were issued every month which showed the names of the ten last men ringed in red. The cost of selling for each man as compared with a year ago was shown also in the bulletins. As I have discovered by later talks, these bulletins served no useful purpose and did discourage the quiet plodders who were doing their best to make progress. The former sales manager, influenced, of course, by the man who owned the company, believed in riding roughshod over the low men, and keeping the star producers in their place by a lack of financial reward and numerous call downs.

"You can imagine the state, or rather lack, of morale among the sales force when we took control. My investigations made from outside the company had convinced me that a total lack of knowledge on how to handle men was the main reason for the slipping in sales and position in the industry of the company I wanted to buy.

"The first thing I did when my associates and I secured control was to call the whole sales force into the office for a big meeting. When I think of how they looked and acted that first day as compared with now, I wish I had thought to have a 'before and after'

photograph taken. Realizing that the product was all right and the advertising fairly good and adequate in amount, we went right to the heart of the matter and immediately raised all salesmen's salaries 10 per cent. We felt it was the best first investment we could make in putting the company back where it belonged, and it worked out that way. Raising everybody saved a whole lot of talk and looked much more sincere than a bunch of pep talk and conversation about organization spirit. After the notice of a general raise we told the men that it was the minimum wage and that we were going to see to it that each of them received a fair share of the profits on the extra sales we expected from his territory. We also told every man that the door to the president's office would be open all day, every day, and that I was ready to hear suggestions, criticisms and grievances. There was to be no wall, we said, between the head of the business and the salesmen.

A NEW SPIRIT

"All the things we said at that first meeting with the sales force were made more real by the thing we actually did in the act of raising all salaries as a starter. When we sent the men out on the road after that meeting I believe that they sensed a new feeling, a spirit of fairness on the part of the new management, not from any promises or speeches made to them but by the way we acted. Remember, not a man was let go from the old sales force. Few instructions were given. Two of the former members of the sales force who had been forced out were rehired, the rest were the same men. But almost immediately they sold differently. I had always realized they knew how to sell, that it was only the spirit that had been crushed by mismanagement and an overbearing attitude. Those men went out and started selling more merchandise almost at once. When I sent out a letter about a month later asking for resale ideas which had worked in certain localities so that they could be passed on for

«Typography»



Members of Advertising Typographers of America

THE TYPOGRAPHIC SERVICE CO. 75 North New Jersey St., Indianapolis
TRI-ARTS PRINTING CORP. 27 East 31st Street, New York
TYPGRAPHIC SERVICE CO. OF N. Y., INC. 216 East 45th Street, New York
TYPGRAPHIC SERVICE CO. 417 East Pico Street, Los Angeles
KURT H. VOLK, INC. 215 East 37th Street, New York
WARWICK TYPOGRAPHERS, INC. 617 North 8th Street, St. Louis
GEORGE WILLENS & CO. 457 West Fort Street, Detroit
S. WILLENS & CO. 21 South 11th Street, Philadelphia
THE WOOD CLARKE PRESS 75 Broad Street, Boston
WOODROW PRESS, INC. 225 Varick Street, New York
AD SERVICE CO. 313 West 37th Street, New York
ADVERTISING AGENCIES' SERVICE CO. 216 East 45th Street, New York
ADVERTISING TYPOGRAPHERS, INC. 231 West 29th Street, New York
THE ADVERTYPE CO., INC. 345 West 39th Street, New York
ARKIN ADVERTISERS SERVICE 422 South Wabash Avenue, Chicago
ASSOCIATED TYPOGRAPHERS, INC. 460 West 34th Street, New York
THE BERKELEY PRESS 72 Lincoln Street, Boston
BERTSCH & COOPER 164 East Erie Street, Chicago
J. M. BUNDSCHO, INC. 65 East South Water Street, Chicago
E. M. DIAMANT TYPOGRAPHIC SERVICE 195 Lexington Avenue, New York
WENDELL W. FISH 919 Union League Building, Los Angeles
FROST BROTHERS 460 West 34th Street, New York
DAVID GILDEA & CO., INC. 22 Thames Street, New York
HAYES-LOCHNER 106 East Austin Avenue, Chicago
HAROLD A. HOLMES, INC. 215 North Michigan Avenue, Chicago
MONTAGUE LEE CO., INC. 216 East 45th Street, New York
FREDERIC NELSON PHILLIPS, INC. 314 East 23rd Street, New York
PROGRESSIVE COMPOSITION CO. Ninth at Sansom Street, Philadelphia
HELLER-EDWARDS TYPOGRAPHY, INC. 250 West 40th Street, New York
EDWIN H. STUART, INC. 422 First Avenue, Pittsburgh
SUPREME AD SERVICE 229 West 28th Street, New York

What Sets Up an Ideal"

Has Helped to Exalt the Profession of Advertising

MOST ALL Advertising Composition used to be a perfunctory performance done in the listless spirit of "grope-and-hope." And—advertising was held in low esteem, because, while the physical aspect of a public message is not all there is to advertising, together with the copy it's all there is to an advertisement. The Advertising Typographers of America, through combination and cooperation; through interchange of ideas and solidarity of effort—"one for all and all for one," with acknowledgments to the immortal Three Musketeers—have brought about that epochal artistic development in advertising composition which has helped to dignify and exalt the whole profession of advertising. *Buy Composition* only from members of the *Advertising Typographers of America* whose names and addresses are listed on preceding page.

VERTISING TYPOGRAPHERS OF AMERICA

National Headquarters

461 Eighth Avenue • Printing Crafts Building

NEW YORK

the benefit of other men in other territories, I received at least eleven good ideas. It amazed me even though I had expected a good response.

"The man who worked out of New Orleans told us in detail the results of a small sampling campaign he had worked for one store in that city. He secured from the store owner the names of 100 customers, wrote us for a letter to send to each, and suggested one small item of our line as a sample to be given away at the retailer's counter to each customer who brought in a coupon at the bottom of the letter. We fell in with his plan and tried it out. His close check-up showed that seventy-eight people out of the 100 came to the store for the free sample, and that of that number sixty purchased other merchandise.

"We had this same man try out a similar plan in Grand Rapids on a special assignment. This time the figures were seventy-five who came in and sixty-four who purchased.

"In both places the plan worked out so that the sample, the letter and the incidental work more than paid for themselves in profits on the other merchandise the people bought when they came into the store. We are now trying out this plan in one other city and if the percentages remain anywhere near the same level, we will use it as a regular sales plan in a list of sixty cities starting in January. Remember that this was the first time our line was ever sampled at all and also that the man who made the suggestion was always down near the bottom of the list sent out every month. He has been suitably rewarded for the idea and is now my assistant at the home office. While none of the other ideas were as far reaching as this one, several of them have already been adopted.

"It had long been my feeling that it did more harm than good to publish a list of the top men and the trailers each month, in the hope that it would make the low man want to do better and please the leaders. It was my feeling that it was unfair. The man who sug-

gested the sampling idea, for example, had a new territory and not a good one as far as our line was concerned.

VOLUME MEANS LITTLE

"It was worse than foolish to compare his volume with that of a man working out of Boston where our line has long been well known and where conditions for our line are so much better. Volume means little to us anyway. Ideas and the general tone of selling mean much and they don't show on volume charts. The monthly charts were discontinued. It is our belief that each salesman should have all the knowledge he can get or we can give him about his own territory and ideas which have worked in other territories. He should also know everything possible about his own sales and his own progress. What volume another man is securing in another territory with different conditions prevailing is not nearly so important. Instead of the former charts, each man is now sent an analysis of his own territory each month, not only for that month but also for the previous month, for the whole year to date and for the corresponding month of the previous year. No salesman is given any information either on a percentage basis or any other basis concerning his standing in comparison with other members of the sales force. It has the effect of impressing on each salesman the importance of doing his own good selling job in his own territory. It eliminates ill feeling and has done wonders to encourage the men who were formerly at or near the bottom of the volume chart. Each salesman is rewarded in proportion to his showing, his tone, and the quality of his selling as well as on the basis of what proportion of the business he is getting in his territory. Handling a sales force along this line has the result that every man feels the company is ultimately fair toward him, that it is looking at conditions in his territory from his angle, rather than from some arbitrary viewpoint. It results in an increase in confidence and respect on the part of the individual

salesman. The management gets the results of his best efforts because it has won his confidence. Working on the theory that the more trouble the management takes in discovering the peculiarities and potentialities of each territory and keeping in close touch with the men there, the more quality there will be in the type of selling, our sales manager is required to travel almost continually.

"He represents the home office. He coaches the younger men, helps the older hands over rough places, advises them on knotty points and is a close point of contact between home office policies and the men who carry them out. He is given full authority to change an office rule on the spot if peculiar local conditions make it advisable and logical."

It is considered remarkable in the trade that this particular house has made so great a showing in the last three years, for I can tell this manufacturer that his competitors do know more about his growth than he realizes. I talked to one of them after I saw him. It seems amazing to this man that with no change in product or package or large increase in advertising expenditure, sales have grown so fast.

Yet a principle is involved which is as important as any in the business world. It is this:

If the quality of selling, the tone and morale of the sales force, deteriorates the best product in the most attractive package will start to slip in a highly competitive market and even good advertising won't save it.

Poorly paid salesmen, with their spirit and originality sapped by disagreeable and penurious management cannot compete successfully with a sales force which is on its toes and knows it has the enthusiastic backing of management.

Toning up such a sales force and raising the quality of its selling will have the same effect as greatly improving the product or the package and usually in a greater degree.

It is just as important to watch the morale of the sales force and the quality of the selling as it is

to guard against deterioration in the product itself. The common-sense methods used to accomplish this purpose by the manufacturer I have quoted commend themselves as being simple, inexpensive and logical.

Chicago Engraving Firms Merge

The Jahn & Ollier Engraving Company, Chicago, has absorbed the LaSalle Engraving Company, of that city. Both H. F. Howorka, president of the latter firm, and Felix Wolff, vice-president and treasurer, have joined the Jahn & Ollier organization.

J. D. McGuffin Starts Own Business

J. Daniel McGuffin, for eleven years with the advertising department of Butler Brothers, Chicago, wholesale general merchandise, has resigned to start his own business, the McGuffin Advertising Service, at that city.

R. R. Johnston with Griffin, Johnson & Mann

R. R. Johnston, formerly with Michaels & Heath, Inc., New York, has joined Griffin, Johnson & Mann, Inc., New York advertising agency. He was at one time with the New York Herald Tribune.

Aircraft Account to Geyer Agency

The Advance Aircraft Company, Troy, Ohio, maker of Waco planes, has placed its advertising account with The Geyer Company, Dayton, Ohio, advertising agency. Aviation magazines will be used.

G. H. Adams with Bunting Brass & Bronze Company

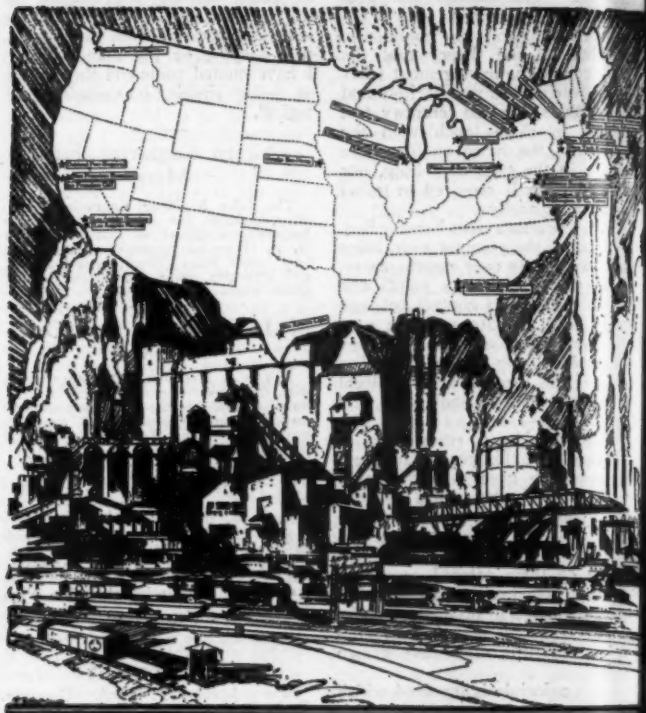
George H. Adams, formerly with the SKF Industries, and previously with the Bock Bearing Company, has been made director of sales of the Bunting Brass & Bronze Company, Toledo, Ohio.

Appoint Los Angeles Agency

The Truscon Steel Company, Los Angeles, and the Southwestern Portland Cement Company, Victorville, Calif., have appointed the Houston Advertising Service Company, Los Angeles, to direct their advertising accounts.

Joins Arthur E. House Agency

Miss Margaret Schickling has joined the Arthur E. House Advertising Agency, Inc., Seattle. She formerly was assistant secretary of the Carl W. Art Advertising Agency, also of Seattle.



ONE OF A
series of
institutional
advertisements
published by
the Hearst
Newspapers, ap-
pearing in news-
papers in eight-
een key cities
and in leading
advertising
publications,

HEARST

More than 20,000,000

New York American
New York Evening Journal
Albany Times-Union
Rochester Journal
Rochester Sunday American
Syracuse Journal
Syracuse Sunday American
Atlanta Georgian
Atlanta Sunday American

Moving the Business of AMERICA

ON the control charts of every business of America, one line keeps edging ominously upward—the cost of doing business. To hold that line down—to keep it in right relationship with gross business—forms one of the major problems facing executives today.

Production has become simply a matter of the blueprints of the engineer. But volume production demands volume sales, and volume sales demand adequate distribution and adequate advertising.

Before adequate distribution can be secured, the dealer of today insists on knowing what manufacturers plan to do to move merchandise from his shelves in the quickest possible time.

The year 1921 taught both manufacturer and dealer a drastic lesson as to the value of turn-over. That year emphasized the necessity for sales pressure by the speediest, most flexible, and most efficient methods. It established for all time the value of newspaper advertising as the most powerful sales lever that can be employed to keep production moving speedily and in orderly channels from maker to dealer, from dealer to user.

No other advertising forms so large and so vital a part of the routine life of the American citizen. No other medium enables the seller to place his offering so promptly, so

quickly, so rapidly, so flexibly, and so economically, before the eyes of the buyer.

In eighteen of the key markets of America, white spots of prosperity on every sales chart, the twenty-eight newspapers of the Hearst Organization sell the products of the nation's industry.

These dominant newspapers contact one out of every five readers of American newspapers. They go into more than 3,000,000 homes. They bring to more than 20,000,000 people, from Boston to Seattle, from Milwaukee to San Antonio, the advertising news of products of every kind, price, and use. These people represent every income class, every need, every race. They are in the market for all commodities—buyers of merchandise of every price-range. They are so large a part of the newspaper reading public of America that Hearst Newspaper circulation represents a true cross-section of the general public—the advertiser's public.

Counting as their readers one-fifth of America's enormous buying power, Hearst Newspapers offer the largest single market in the country—more than 20,000,000 representative buyers of advertised products—more than 20,000,000 people whose needs and purchases play an essential part in moving the business of America.




RS' NEWSPAPERS

000,000 People Read These Newspapers

Chicago Herald and Examiner
Chicago American
Washington, D. C., Herald
Washington, D. C., Times
Boston Evening American
Boston Sunday Advertiser
Detroit Times
Baltimore News
Baltimore Sunday American
Omaha Bee-News

San Francisco Examiner
San Francisco Call
Oakland Post-Enquirer
Los Angeles Examiner
Los Angeles Herald
Wisconsin News (Milwaukee)
Seattle Post-Intelligencer
San Antonio Light
Pittsburgh Sun-Telegraph



Two of the twenty-eight Hearst
newspapers read by more than
20,000,000 people

The Boston Sunday Advertiser

3 RD LARGEST Sunday
newspaper in the Hearst
group—largest Sunday
circulation in New Eng-
land—**509,631***

The Boston Evening American

4 TH LARGEST evening
newspaper in the Hearst
group—largest evening
circulation in New Eng-
land—**298,940***

*A. B. C. Audit, 1928

E. M. BURKE AND ASSOCIATES, INC.

New York

Boston

Chicago

Detroit

National Advertising Representatives

Members of International News Service and Universal Service

Members of Associated Press

Member of Audit Bureau of Circulations

AS the Hearst Newspapers cover the country, so does the Chicago Evening American cover its field in Chicago. In the six months ending September 30, 1928, the Chicago Evening American sold a daily average of 538,797 copies—over 125,000 more than were sold during the same period by the next Chicago evening newspaper.

One of the 28 HEARST NEWSPAPERS read by more than twenty million people

CHICAGO AMERICAN

A good newspaper

Member of International News Service and Universal Service

Member of Audit Bureau of Circulations

One of a series of comments by advertisers themselves on the value of the Wisconsin News as an advertising medium.

"Milwaukee . . . Is Not a 'One Newspaper' Market"

—L. J. Mueller Furnace Co.



L. J. MUELLER FURNACE CO.
FURNACES AND BOILERS
COAL-COKE-WOOD-OIL-GAS
GENERAL OFFICE, 187 DEER STREET
MILWAUKEE, WIS.

Wisconsin News,
Milwaukee,
Wisconsin.

Gentlemen:

During the past five years we have used advertising space consistently each year in the Wisconsin News, to acquaint home owners, prospective owners and building contractors with the superior merits of Mueller Furnaces and Boilers, both for new and replacement installations.

It has been our experience that Milwaukee and its surrounding trading area is not a "one newspaper" market. The people in this prosperous market have interests too varied to be served fully by any single newspaper. To reach a goodly share of these people who have money to spend and who spend it wisely, we know we must include The Wisconsin News in our advertising program.

In our advertising this year, we have featured the newest additions to our line, the Mueller Gas-Era gas-fired Furnace and Boiler. The practicability of this type of heating is just beginning to be realized, and it is only by consistent advertising that its many distinctive advantages can be made known to home-owners.

As you are aware, the Model Home sponsored and built by your paper this year, is heated by a Gas-Era Furnace. The advertising we have done in connection with this Model Home has resulted in a very favorable response, and we are assured of a good volume of business as a result of it.

During the ninety day period when the Model Home was open to the public, several hundred thousand people availed themselves of the opportunity of inspecting it, adding immeasurably to the value of the newspaper advertising.

Apart from the value of your paper from an advertising standpoint, we are fully appreciative of the splendid spirit of co-operation you have always extended to us in the merchandising of our advertising to our trade, enabling us to get the greatest benefit from it.

The above letter is from a long-established, highly successful Milwaukee firm that KNOWS its home market.

Very truly yours,

L. J. MUELLER FURNACE CO.

L. J. Mueller
Director of Sales



Member of the National Newspaper Association

WISCONSIN NEWS

MILWAUKEE

Member International News Service and Universal Service.
Member Associated Press. Member Audit Bureau of Circulations.

One of the twenty-eight Hearst Newspapers read by more than twenty million people.

Death of William Hamlin Childs

One of the Great Proponents of Advertising Passes On

WHEN William Hamlin Childs, industrial leader and philanthropist, died on November 2, American business lost a significant figure, a man, who because of his unquenchable faith in advertising, had much to do with the development of advertising to its present state of effectiveness.

Mr. Childs was born in Hartford, Conn., in 1857, and his first money was earned by selling newspapers. At the age of sixteen he went to work for a wholesale drygoods house and in a few years became a salesman, traveling on the road for about a year.

He then went to Manchester, Conn., where he joined his father and brother in the grain business. Shortly after this, J. T. Robertson, who had established a little soap business in Manchester, met Mr. Childs who bought a small interest in the business.

Among the products manufactured by Robertson was a product called Bon Ami, which, it is said, was named by a Congregational minister who liked to show off his knowledge of French. Although Robertson's business attained considerable size, very little had been done with Bon Ami and Mr. Childs soon sensed the fact that the soap offered an excellent opportunity for specialization. Therefore, about 1890 he bought the rights in Bon Ami and moved to New York. Mr. Childs, in an interview in *PRINTERS' INK* several years ago, stated that for the first few years Bon Ami was not a profitable investment.

At this time, Mr. Childs became interested financially in the Mica Roofing Company which had been merged with a coal-tar product

business started by S. E. Barrett and others in Chicago. Mr. Childs was made Eastern manager of the business and became its general manager not long after that.

In 1903, the company was incorporated as the American Coal Tar Products Company, of which Mr. Childs was vice-president and later president. In 1916, the name was changed to The Barrett Company because the advertising of the Barrett name heavily overshadowed the old name.

Almost from the start of his career Mr. Childs was a firm believer in advertising and had advertised Bon Ami locally in Connecticut and, after his removal to New York, on a larger scale.

Shortly after his connection with the roofing business he felt that there were big opportunities for pushing roofing sales through advertising.

Although two advertising agents assured him that his product was not enough different from others on the market to warrant an advertising expenditure he put the proposition before a third agent and plans were finally drawn up for a campaign. Despite the opposition of a conservative board of directors, Mr. Childs secured an appropriation of \$12,000. He once told *PRINTERS' INK* that the Western interests of the company refused to appropriate any money but that later, when the advertising proved successful, they sent along \$12,000 and asked to be taken aboard. This was the genesis of the advertising for Barrett Specification Roofs.

In the meantime, Mr. Childs had become interested in coal-tar prod-



WILLIAM H. CHILDS

ucts as road building material, and after a careful investigation in Europe and research into all phases of the use of the product he decided to start Tarvia on its way. The original appropriation for this product was \$8,000.

Because of the success of his many business ventures, all of which, on his strong insistence, were backed heavily with advertising, Mr. Childs stands out as one of the great proponents of advertising. The example of his companies had much to do with the present wide advertising activities of several industries. Bon Ami, Barrett and Tarvia all stand out in sharp relief on the pages of any history of advertising in the United States.

At the time of his death Mr. Childs was chairman of the board of the Bon Ami Co., Inc., and director of the following companies: Congoleum Co., Continental Baking Corp., Crucible Steel Co. of America, Loew's, Inc., and Technicolor, Inc.

For some years Mr. Childs had taken an active part in many philanthropic ventures, giving greatly and liberally of both time and money. He was one of the leading contributors to the Progressive Party in 1912, and during the World War he was chairman of the subcommittee on Coal Tar Products and Raw Materials of the Council of National Defense.

He is survived by his wife, a son, Richard S. Childs, and a daughter, Mary Childs Draper.

S. B. Egan with Blackett-Sample-Hummert

Sidney B. Egan, formerly art director of Blackett-Sample-Hummert, Inc., Chicago advertising agency, and, more recently in business for himself as a layout counselor, for the last three and one-half years, has returned to that agency as director of production.

Appointed by Globe Machinery & Supply Company

Frank R. Johnston has been appointed advertising manager of the Globe Machinery and Supply Company, Des Moines, Iowa. He formerly was with the rotogravure advertising staff of the Des Moines Register and Tribune-Capital.

Light on Mergers

QUEEN'S RUN REFRACTORIES Co., Inc.
LOCK HAVEN, PA.

Editor of PRINTERS' INK:

Will you have the kindness to furnish me with a copy of PRINTERS' INK of possibly six months ago, wherein reference was made at some length to advantages of mergers or consolidations of industrial concerns and public utilities?

Trusting that from this description you can locate the number in which I am interested, and thanking you for your kindness in the matter, I am

G. H. DIACK,
General Manager.

A CONSIDERABLE number of articles on mergers have appeared in PRINTERS' INK and PRINTERS' INK MONTHLY within recent years. Facts and theories on industrial consolidation have been discussed in general terms and in the light of many specific cases.

The difference between present-day mergers and mergers in other eras of American business history has been related and discussed. For such information many sources were tapped.

The Government's attitude toward the merger idea has been explained. Information on that aspect of the subject was obtained from sources such as Joseph E. Davies, who was the first chairman of the Federal Trade Commission.

Another important specific aspect of this broad question discussed in the articles which have appeared in the PRINTERS' INK Publications is the question of the effect of consolidations on advertising appropriations and on sales organizations.

A list of all these articles is available to any reader of PRINTERS' INK on request.

The particular article which our correspondent has in mind is one for which there have been many requests. It was written by Albert E. Haase and appeared in the March, 1928, issue of PRINTERS' INK MONTHLY, under the heading, "What's Back of Mergers?" Because of the number of requests made for this article, reprints were made, and they are still available, on request.—[Ed. PRINTERS' INK.]

8, 1928

RS

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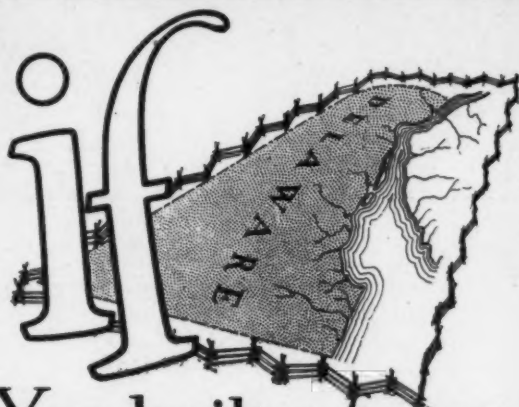
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You built a fence around the State of DELAWARE

and counted the entire population, the number would be the same as the number who make their homes in Portland, Oregon.

360,000 people is your Portland market—geographically set aside for intensive work. Portland people are prosperous, helping to rank Oregon, as a state, fifth in national per capita wealth.

Portland is the natural jobbing center for the entire Oregon country, with its million inhabitants. A rich, definite market, easily reached, awaits the national advertiser who "sells" Portland.

The Journal goes into 3 out of 4 Portland homes.

Our Merchandising Service Bureau can be of great assistance in supplying you with necessary and vital facts.



The JOURNAL Portland, Oregon

REYNOLDS-FITZGERALD, Inc.
Special Representatives

NEW YORK 2 West 45th St.
CHICAGO 203 North Wabash Ave.
PHILADELPHIA 1524 Chestnut St.
SAN FRANCISCO 58 Sutter St.
LOS ANGELES 117 West Ninth St.

SEATTLE H. R. Ferriss, 3322 White Bldg.



Sunkist Continues

THE California Fruit Growers Exchange recently made a three-year renewal of their contract for Street Car advertising in every city of the United States and Canada.

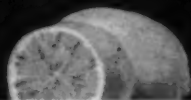
Last year was their first as a National Street Car Advertiser, and it so happened that it was the very best year in their long and consistently successful history.

People think they know all about Oranges and Lemons so they

STREET RAILWAYS

Rinse

★
CALIFORNIA
SUNKIS
LEMONS



★ 2 lemons to
bowl of water

ues The Street Cars

made a re not inclined to "stop" during their busy moments to read
adver- dvertising for products they have bought hundreds of times.

in the Street Cars they "ride" with the car cards for an average
of twenty minutes, when nothing else is competing for their
attention and time—that's why Street Car Advertising is the
strongest medium for reminding the masses EVERY DAY to
buy the EVERY DAY staples.

S AERTISING COMPANY



Name Please---

also address, if you would be sure not to miss your copy of the Goldmann calendar for 1929.

This is the first call to those who have not yet joined the manifold recipients who, each year, look forward to our now widely and favorably known almanac.

Exquisite new color-combination.

Four new, typical Goldmann "Messages."

Same convenient, popular size.

Demand increasing every year.

An early request will avoid disappointment.

Isaac Goldmann Company

ESTABLISHED 1876

PRINTING OF EVERY DESCRIPTION

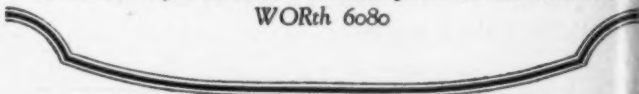
80 LAFAYETTE ST.

NEW YORK, N.Y.

TELEPHONE

WORTH 9430

NOTE:—After November 12th our phone number will be
WORTH 6080





Distributing Displays Through Salesmen

How Best To Do It, as Based on the Experience of Those Who Have Tried

GARDNER ADVERTISING COMPANY
ST. LOUIS, MO.

Editor of PRINTERS' INK:

One of our clients is in doubt as to whether to employ both retail salesmen and window display men or whether to engage men who will perform both the function of selling and display work.

At his request we are writing you and a number of other concerns to find out if possible what method is employed by the prominent manufacturers.

Our client is interested to find out what method the prominent manufacturers employ:

1. Do they use retail salesmen to perform only the function of selling?
2. Do they employ a separate force of men to take care of interior and window display work?
3. Do their salesmen perform the dual function of selling and display work?

If you can give us any information on the above that will enlighten our client on the points raised we will be very much obliged to you.

W. B. CRAGIN, JR.

THE four most common methods of distributing display material are (1) by mail, express or delivery to the retailer for him to install, (2) by salesmen who not only deliver the material but dress the windows, (3) by the manufacturer's own installation crew which dresses the window, and (4) by independent installation services.

The first method, happily for the good of window display, is fast losing ground and is good only if the material is simple and easy to install and if dealers have requested the display.

The chief objections to the second method are that the average salesman does not like to put in time installing windows and is not, as a rule, equipped to do the work satisfactorily. Proponents of this method—and there are a number of advertisers who use it—believe it is good because the salesman, having intimate contact with the dealer, stands a better chance of getting displays in the window than some one who is not so well known to the dealer, because the salesman at the same time he installs a window can get the proper

order of merchandise to take care of the expected demand, and because this method makes possible an almost simultaneous installation of displays all over the country at one time if this is desired. There are other advantages but none is peculiar to this type of work and, therefore, they are more universally applicable.

The third method, installation by the advertiser's own crews, finds favor with advertisers with a great many retail outlets and who put a great deal of emphasis on displays, believing that the importance of this work warrants the expense necessary for the training and maintenance of such crews. The California Fruit Growers Association has been particularly successful in using display crews. The problems inherent in the use of crews were summarized by C. C. Agate, in an article in *PRINTERS' INK MONTHLY*, as follows:

"The problem of operating installation crews is one of booking enough windows to keep these crews steadily employed, which is, of course, the essential factor. Also there is a great deal of machinery involved in satisfactorily operating this plan. The work of selling and keeping dealers stocked with merchandise must be carefully synchronized with the booking of windows and the work of installation crews. Adequate supplies of display material must be kept in stock in various cities where the crews make their headquarters and booking must be most exactly planned so as to eliminate so far as possible any return visits for the crew."

While certain advertisers with wide distribution find this method satisfactory, it is doubtful if the use of crews is on the increase.

The fourth method, distribution by independent installation services, is on the increase, as the chaotic conditions which formerly per-

tained among installation services are disappearing. Today there are several reliable services which can give advertisers help in almost any section of the country.

To answer Mr. Cragin's first and third questions, we may say that policies vary greatly. Some companies use their salesmen for both selling and display work, while others believe that display work has no part in the salesman's job. It is certain, however, that if salesmen are to be used for both selling and installation they must first be made enthusiastic about installation as part of their jobs—and this is no easy thing to accomplish. Next they must be shown that display work, which may seem to them a waste of time, actually isn't taking money out of their pockets by using up time they might better use for selling. It is almost impossible to get this story over to the salesman who is working on straight commission. If the salesman gets straight salary, however, the task is not so difficult. Finally the sales force must be carefully trained by expert display men so that they will be able to get the most out of the displays, which should be kept as simple as possible so that even the most clumsy salesman can do a good work of display.

It is impossible to say which of the four methods is most popular and most effective since the display problem varies with every company. One method may be meat to Company A and poison to Company B.—[Ed. PRINTERS' INK.]

New Accounts for Toledo Agency

Dart Boats, Inc., manufacturer of Dart "Runabouts" and the C. A. Mauk Lumber Company, manufacturer of Mauk Double-Dipped Stained Shingles, both of Toledo, have appointed MacKenzie, Goldbach & Berdan, Inc., Toledo advertising agency, to direct their advertising accounts. Magazines, class and business publications will be used.

F. D. Casey Joins Konor & Peters

Frank D. Casey, for the last eight years art editor of *Life*, has joined Konor & Peters, advertising artists, New York.

A Few More Advertising "Ifs"

THE CRAMER-KRASSELL COMPANY
MILWAUKEE, WIS.

Editor of PRINTERS' INK:

In the list of slogans beginning with the word "If" contained in your October 18th issue, you omitted one of the very best ones, namely, "If it doesn't sell itself, don't keep it."

This is the slogan used by The Maytag Company, Newton, Iowa, the world's largest manufacturer of washing machines.

THE CRAMER-KRASSELL CO.

FAIRCHILD PUBLICATIONS
NEW YORK

Editor of PRINTERS' INK:

Mr. Benjamin Wilk of this organization has asked me to tell you that the slogan "If it's new—it's here," which is used by Walther Mfg. Co., should be added to your list of "If" slogans, which you published in the October 18th issue of your paper.

FAIRCHILD PUBLICATIONS.

YOUNG & RUBICAM, INC.
NEW YORK

Editor of PRINTERS' INK:

We wish to register the following slogan:

"If you like chocolate, you'll like Mavis."

We would be very glad to have you register this slogan. We realize, of course, that your registration gives no legal protection. However, it does give us a certain amount of protection.

YOUNG & RUBICAM, INC.

AS requested by our subscribers, we have registered in the PRINTERS' INK Clearing House of Advertised Phrases the slogans commencing with the word "If," referred to in the above letters. There are now listed in our files over 5,600 slogans.—[Ed. PRINTERS' INK.]

Tool Account to Syracuse Agency

The Oswego Tool Company, Oswego, N. Y., has placed its advertising account with G. F. Barthe and Company, Syracuse, N. Y., advertising agency.

Joins Husband & Thomas

Curtiss B. Livingston has joined the staff of the Husband & Thomas Company, Inc., New York advertising agency. He formerly was with Frank Seaman, Incorporated.

With Albert Frank Agency

Harper Leech has joined the Chicago staff of Albert Frank & Company.

You can "Lick the Platter Clean" in The Bronx.

By R. F. R. HUNTSMAN

"JACK SPRATT would eat no fat; his wife would eat no lean," might be used to picture the circulation of *The Bronx Home News*.

What is fat and what is lean circulation in Greater New York?

Most advertisers measure newspapers by "A. B. C." circulation alone. It's a pretty good rule, too.

But there are rare instances of solid value in extra circulation not "A. B. C." It depends upon the high character of such circulation.

One advertiser with his tongue in his cheek said to me: "Didn't the elder James O'Flaherty start *The Bronx Home News* as a 'give away' newspaper?"

"Yes," I replied, "and Horace Greeley and James Gordon Bennett and Charles A. Dana started their newspapers in the same manner."

"Furthermore, the list of newspapers similarly 'founded' is long and sad. Sad, because so few of them were good enough to win their way to the financial success which has been won by the *Home News*."

And then I told this advertiser something that he did not know, this being that today the cash income from the daily and Sunday *Bronx Home News* circulation is over \$600,000 yearly, a greater net income than some other news-

papers in Greater New York have, because these newspapers practically buy their readers by presenting to them prizes and cash in so-called "contests" so absurd that even the children laugh at them.

No reader of *The Bronx Home News* is now or ever has been paid to subscribe for it. It isn't necessary.

The Bronx Home News has been built to be one of Greater New York's largest newspapers by printing all the news of the Bronx, and by the persistent sampling of its own territory with its own newspaper. No prizes or contests for readers have ever been employed in the 21 years of building this newspaper.

While the A. B. C. circulation of *The Home News* averages now Daily and Sunday slightly under 100,000 copies, the distribution has been for the past year exactly 130,000 copies per day.

The results of this plan for obtaining new subscribers have been so satisfactory that beginning November 1st there is added an additional coverage of 20,000 copies of this newspaper.

This makes the Daily and Sunday distribution of *The Home News* 150,000 copies every week-day and Sunday.

In this manner, every family living in the Bronx receives *The Home News* either by reg-
(Continued on page 124)

(Continued from page 123)
ular paid subscription Daily and Sunday or by this "circulation builder plan" for a full week in every five weeks.

In other words, the A. B. C. circulation of practically 100,000 week-days and Sundays is augmented by an additional 50,000 copies which are now distributed by the same carriers and with the same precision attending the paid delivery.

The Bronx Department Stores asked *The Home News* to give this additional distribution, and they voluntarily offered to pay an increase in the advertising rate for this service, and are *paying it*.

The National rate has not been increased.

It would seem that National advertisers ought to be guided somewhat by the experience of advertisers who are using this newspaper every day.

Here is the opportunity of covering a definite area of Greater New York with one newspaper which reaches into 100,000 homes every day, and which covers 50,000 additional homes every day for a full week in every five weeks.

Advertisers in *The Bronx Home News* have an opportunity of "licking the platter clean" with daily and Sunday "home delivery" circulation of 150,000. Here is a full meal for every hungry advertiser—satisfying and complete.

R. G. R. Hunniman, Inc.

Woolworth Tower, N. Y.
National Representative
"The Home News"

Western Agency Council Elects R. L. Hurst

R. L. HURST, president of the Batten, Barton, Durstine & Osborn Corporation, of Illinois, was elected chairman of the West-



R. L. HURST

ern Council of the American Association of Advertising Agencies at the annual election, held at Chicago last week.

Assisting him as vice-chairman is H. R. Van Guten, of the John H. Dunham Company. D. D. Warner, of the Mason Warner Com-

pany, Inc., was re-elected as secretary-treasurer. The board of governors for the new year is made up of Ralph N. Cushing, of Vanderhoof & Company; C. C. Younggreen, of Klau-Van Pietersom-Dunlap-Younggreen, Inc.; Fred A. Robbins, of Fred A. Robbins, Inc. and Maurice H. Needham, of the Maurice H. Needham Company.

Boller Machine Works Appoints Clark Collard

The Peter Boller Machine Works, Chicago, manufacturer of mop wringers, carpenter vises and Claw screw drivers, has appointed The Clark Collard Company, advertising agency of that city, to direct its advertising account. Direct mail and business papers are being used.

Appoints Charles C. Green Agency

The Edmond Process, Philadelphia, manufacturer of Edmond permanent waving machines, has appointed the Philadelphia office of the Charles C. Green Advertising Agency, Inc., to direct its advertising account.

Taylor Adams Joins Lord & Thomas and Logan

Taylor Adams, formerly with George Batten Company, Inc., is now with Lord & Thomas and Logan, Inc., at the New York office.

An Unusual Cooperative Plan

SPENCER B. DOWNING

President, Roadway Advertising Co., Inc.

WE have worked out an unusual co-operative, advertising idea and sales plan that affords complete dealer "tie-up" and secures his hearty support. The cost is so small as to be out of all proportion to what you would expect to pay. The results as tabulated by clients, who we are now serving, clearly show a volume of business, obtained in a short time, such as is usually secured only after years of effort.

Cementing your relations with both Dealer and Consumer in the most effective and economical way is easily accomplished. Automotive Accessories, Hardware Merchandise, Insurance, Motor Fuel, Toilet Requisites, Grocery and Drug Specialties may be successfully marketed by the plan we have perfected.

Contacting the Customer at the Point of Sale turns Merchandise into Cash. Nothing equals the power

of the advertisement which strikes at the opportune time . . . while the iron is hot. Had you ever thought of that?

We are serving a great many (76) different lines, creating business, influencing sales, stimulating dealers' enthusiasm, building prestige for the manufacturer and "ironing out business wrinkles" that have for a long time bothered National as well as Sectional Advertisers. We can do as much for you.

An inquiry will not obligate you in any way. Just let us know the results you want to secure in any given Town, Locality, Section or State and we will be glad to show you what to do and how to do it . . . and all at such low cost as to be astonishing.

**Roadway Advertising Company,
Inc.**

**Executive Offices - 1518 Walnut Street
Philadelphia**

Representatives in Principal Cities

Announcing

for January 5th, 1929

R E T A I L

Hitherto published as the Saturday issue

To be published separately each Saturday, beginning with the first in the new year, as a newspaper of modern retailing. It will be enlarged in scope and contents, even beyond the present widely inclusive Saturday issues.

SEVERAL years ago the Fairchild Publications, sensing the trend of the times, began to make a weekly feature of articles dealing with retailing as a business science, in the Saturday issue of *Women's Wear Daily*.

The response was instant and favorable. Leaders in the business world wrote in hearty commendation of the new policy and continually suggested new topics and new treatment.

It is a Fairchild policy to give readers what they want. New subjects and new departments continually have been added to the Saturday issue. Series of articles on management, store decoration and display, chain merchandising, retail salesmanship, modern art, home furnishings, and many other subjects appear weekly. Each time a new feature has been added, it has been greeted by an appreciative reading public with a

The **FAIRCHILD** P
8 EAST 13th STREET NEW

a New Fairchild Publication

AILING

aturday issue of Women's Wear Daily

Women's Wear Daily, the newspaper of the retail trade, will be published five days a week, from Monday to Friday inclusive, beginning January 1st, 1929, without change of editorial policy.

demand for "more." And each time the editorial staff has complied.

So, almost without our realizing it, we have virtually created a new publication. The time has come when that publication should stand on its own feet. Therefore, on January 5th, next, RETAILING, the new newspaper of the retail business will make its bow.

As an independent publication it will offer its readers not only all the features so popular in the Saturday issue of Women's Wear Daily, but many others as well. Drawing upon all the resources of the great Fairchild news and editorial organization, RETAILING will present a thoroughly sound, up-to-the-minute newspaper of interest to every progressive man and woman in the retail business.

IL PUBLICATIONS

STR NEW YORK, N. Y.

Test Copy on Results, Not on Opinions

Examples Are Cited to Show the Weakness of the Laboratory Method of Testing Copy

By Bernard Lichtenberg

Director of University Service, Alexander Hamilton Institute

TRY out a piece of advertising copy in a representative medium—that is, one of known relative pulling power—and you have made a test of pulling power or effectiveness. But try a piece of advertising copy on a group of critics—by the so called “laboratory method”—and you have made merely a test of opinions.

The great pity is that this test of people's opinions about advertising copy should ever have been allowed to gain such acceptance in the field of advertising. Every day I see evidence of huge sums of money being spent on advertisements, yes, on large campaigns without any attempt being made to determine just what are the right or wrong methods of appeal. True, the advertiser probably has sought the opinions of his associates, his friends and his relatives. But it's a laboratory method of testing opinions and not copy effectiveness.

Suppose you get a consensus as to the outcome of a big sporting event. Then this consensus would be the opinion expressed by the betting odds, would it not? Well, here's the way betting odds help to foretell results:

Wall Street betting odds on the ten most important prize fights since 1897 have been correct four times and incorrect six times. The four times they were correct, the odds were very long and the result, you would say, was almost obvious.

In nine instances where titles

Portions of an address before the annual convention of the Association of National Advertisers at Atlantic City, N. J. This address was part of a discussion on “Testing Copy” in which S. H. Geillierup, of Frank Seaman, Inc., participated. His address, “Let's Stop Guessing About Advertisements,” was reported in the November 1 issue on page 163.

changed hands—five in heavyweight and four in light-heavyweight class—the odds were correct once and incorrect eight times.

Just look back over the betting odds on the world's series baseball games if you want to know what collective opinion is worth and what you get by the so-called “laboratory method” of testing.

On the other hand, Wall Street betting odds on elections have had better than a guessing record. In ten important elections, the late odds correctly forecast the event eight times out of ten. The odds were wrong in 1916 when Wilson beat Hughes in an exceedingly close contest and again in 1918 when Governor Smith defeated former Governor Whitman in New York.

I take these figures from the book called “Common Sense in Money and Investments,” by Merlyle Stanley Rukeyser, former financial editor and now Columbia professor.

Now why were betting prophecies usually correct on elections although wrong on sporting events? Because the opinions were based on straw votes, which tend to be a test of results and not of opinions as to results.

I had heard so much about college professors claiming results from classroom tests of advertising copy, that I said to myself, “Why can't we be guided by the opinions of the 200 salesmen in our own organization? Surely, since they follow up leads obtained by the advertisements, their judgment ought to be at least as good as that secured for any other laboratory test. And surely, if we prepare three pieces of copy for every contemplated insertion, they'll help us eliminate the two relatively poor pieces.”

But before testing the advertisements on the salesmen, we decided to test the salesmen on the advertisements. We provided all the salesmen with proofs of ten tested advertisements which had recently appeared and asked the salesmen to rank the advertisements in the order of their effectiveness, measured by cost per order. All these men are acquainted with the Institute's advertising but not one of them was able to rank the ten correctly. The best possible score was 100 and the worst 0. The winner won by a score of eighty-eight. By far the majority of the contestants scored in the forties and low fifties; that is, hardly right or wrong—as mere guessing would in the long run tend to give the average mark of fifty.

But the interesting part of this story is that when we asked the winner just how he had gone about winning the prize we found that he had not done the usual thing of guessing which copy was good or bad. He had traced back, through the leads we had supplied him, the original advertisements, and ranked them on the basis of his personal experience with them.

In a book on psychology for teachers (by Arthur I. Gates) I came across an interesting experiment conducted by a professor who is also a famous statistician. The final examination paper of a single student in high school geometry was graded on a percentage basis by 114 teachers of mathematics. One teacher graded the paper "25." Two teachers graded the same paper "93." The other 111 teachers graded it all the way from "30" to "89," distributed about as uniformly over this range as salt on a lamb chop.

If this professor finds that teachers of mathematics cannot come to any sort of agreement on the grading of a geometry examination paper, about which they are supposed to know something, how in the world does he think a class of college students is going to be hypnotized into evaluating advertising copy, about which they know nothing?

On the walls of my advertising

department at Alexander Hamilton Hall hang the framed originals of many of the drawings used in Institute advertisements.

Not a few score of those handsome drawings for advertisements have fooled trained judges of advertising; many of them fooled everybody who was bold enough to prophesy results.

Why? Because our best advertisements are not always the ones that look the most attractive, that our sales manager said are the most artistic, or that the other folks in the office have praised enthusiastically.

Some of our most attractive pieces of copy have pulled the most responses; others of the most attractive have pulled the least. Some of the most unattractive have been very profitable; other unattractive ones are failures.

Just the other day I received this note about a new advertisement from one of the Institute's authors:

"I have had a very favorable comment from a responsible source on the attached advertisement. I thought you would like to know about it." With such praise to start it off, one would suppose that the advertisement couldn't help but be successful. But it failed just the same; the public's opinion didn't check with our own. Gauging the merit of advertising by asking laymen to pass upon it is a mistake.

Knowing this, we test every advertisement. Of course, we here at the office give it a preliminary test by asking ourselves such questions as:

Is it true?
Is it reasonable?
Is it attractive and thought-interrupting?
Is it readily understood?
Have we started with the prospect's point of view?
Are our statements worth while talking about?
Is it the best way to present the point in mind?

But the acid test comes when, after satisfying ourselves that the advertisement violates none of the more fundamental principles of good advertising, after hearing all

The New

The largest registration ever . . . and the largest vote. Business organizing to meet new problems . . . in Chambers of Commerce, Trade Associations, Rotary and Kiwanis Clubs. Science making new discoveries for human health and progress. Aviation progressing from its pioneering stages to a new mastery of the elements, the exploration of remote wildernesses. Books, music, art, the drama, sports . . . winning new devotees. Religion finding a new influence on human conduct. Mounting registrations in the colleges and secondary schools . . . and the application of new educational principles and methods. Radio, taking its place with automobiles and moving pictures, breaking down old isolations.

The world coming home to the individual . . . the individual newly excited about the world he lives in.

THIS is the expanded opportunity of the new World's Work.

The new World's Work, under the editorial leadership of Barton Currie, beginning with the January number, meets the new excitement of the individual in the affairs of the world with an editorial program of new scope and vitality.

Excitement

In the larger standard size page it will take on a spaciousness of appearance in keeping with the spaciousness of its expanded editorial purpose.

Advertisers May Reserve Present Rates Through August, 1929

The present circulation of *World's Work* is 150,000 net paid, ABC; its present page rate, \$450; based on a type area of 224 lines to the page.

Beginning with the January issue, the type area will be increased to 429 lines, and the rate to \$700.00 a page,—but until December 1st, the present low rate remains available to advertisers entering schedules for three insertions or more through the August issue, 1929.

WORLD'S WORK

DOUBLEDAY, DORAN & COMPANY, INC.

Publishers, Garden City, N. Y.

NEW YORK: 244 Madison Avenue

BOSTON: Park Square Building

CHICAGO: People's Gas Building

ATLANTA: Glenn Building

SANTA BARBARA, CAL.

the comments pro and con as to its merits, we run it in one or two or three magazines whose pulling power we know pretty well.

Here will we get our only true answer. Preconceived opinions go for naught; the man who spends his money for the product will decide whether the appeal is right or wrong.

To be sure, the enrolments we get from the actual inquiries are not a true valuation of the full worth of an advertisement, but we feel that on the average they indicate the relative strength or weakness of each piece of copy.

Now let me show you from my own experience the danger of gauging the pulling power of a piece of copy by the opinions of others.

There was a piece of copy entitled "Men Who Know It All Are Not Invited to Read This Page" which the Institute ran some time ago. That advertisement pulled really marvelous results, one of the best that we ever used. Here, we said, was a formula for successful copy; shame the prospect into clipping the coupon. No need to look further for selling appeals. The great riddle of advertising psychology had been solved.

So, in my blissful ignorance in those days, I had another piece of copy written to conform with this new and valuable formula. Its title was "Afraid to Face the Facts—Then Don't Read This Page." It didn't do a thing.

Sure in my belief that the formula was right but that we hadn't had the proper mixture, I had two other advertisements of the same type prepared. One was entitled "Those Who Shy at Unpleasant Facts Should Not Read This Page." The other, "Men Who Are Satisfied to Wait Ten Years for Success Will Find Nothing Interesting on This Page." Both failed.

It is about time that advertising parked the guesses and rode on results. "Old Gold" isn't the only one in advertising using the blind-fold test. We cannot continue to blindly guess what kind of copy appeals most to the buying public. They, after all, are the only ones who can tell us whether we're do-

ing a good or a poor job. The fate of any advertising campaign sits in the lap of the public.

The answer always simmers down to results. And the only way to get that answer is to check results. Common-sense advertising principles embody that as the only fair test of any advertisement's value. Let's stop paging the prophesiers and start paging the public.

New Account for Campbell-Ewald

The Grand Rapids Metalcraft Corporation, Grand Rapids, Mich., manufacturer of interior hardware for automobiles and the Kelch ventilating automobile heater, has appointed the Campbell-Ewald Company, Detroit advertising agency, to direct its advertising account. A magazine and trade-paper campaign is planned on the Kelch heater.

Mavis Bottling Moves Offices to New York

The Mavis Bottling Company of America has moved its general offices from Baltimore to New York. The Baltimore office will be retained as a branch, while the operation of the twenty-two main plants and fifty-eight branches will be directed from New York.

To Represent "Radio Digest" in the East

The H. M. Love Organization, New York, publishers' representative, has been appointed Eastern representative of *Radio Digest*, and the Bureau of Broadcasting, of Chicago.

Jack Miller, formerly with the Chicago office of the *Radio Digest* has been transferred to the Pacific Coast office.

F. J. Coupe Elected Director of Woodworth, Inc.

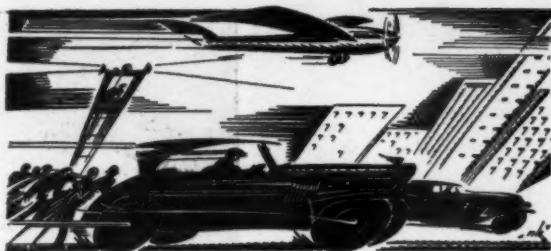
Frank J. Coupe, of Redfield-Coupe, Inc., advertising agency, has been elected a director of Woodworth, Inc., New York, manufacturer of face powders and perfumes.

Purchases Interest in Everett, Wash., "News"

Nels Weborg, formerly with the American Baking Company, has purchased an interest in the Everett, Wash., *News*, recently taken over by A. R. Fenwick.

Appoints Critchfield

The advertising account of the research and direct-mail department of the W. F. Hall Printing Company, Chicago, has been placed with Critchfield & Company, Chicago.



SWIFT *writes the hand of change*

. . . air ways . . . television . . . "talkies" . . .
radio-directed ships . . . robots, voice controlled
. . . New fields, new needs, new methods, new
conceptions, new dimensions.

SWIFTER—swifter—swifter. A scant year
seems to write a century's progress. Yesterday's
standards will not fill the bill today.

AND, as with all other things, advertis-
ing, too, has changed . . . developed. Broader,
deeper, harder, more direct and more specific:
new techniques of advertising have been devised
to meet the new conditions.

NEW practices have become essential
factors in many comprehensive marketing pro-
grams.

JAMES F. NEWCOMB & CO. Inc. has
introduced that ingredient into marketing which
bridges the erstwhile gap between personal sell-
ing and national advertising.

. . . a new advertising-selling force, *attuned
to the times*, that claims your thoughtful in-
vestigation.

JAMES F. NEWCOMB & CO. INC.

330 Seventh Avenue, New York, N. Y.

Telephone, PENnsylvania 7200



Flopped out on the table

Your catalog



This envelope may be

INSIDE the speeding mail car a sack is dumped on to a table. Its contents, chiefly catalogs and booklets, are swiftly sorted into bins and racks—then bundled with sharp, cutting twine and tossed into another harsh sack.

As the train races through a station, the sack is hurled out—bounces along the platform to a crashing stop.

That's how your catalog travels inside the harsh mail sack. How it fares depends largely on the envelope in which you mail it.

The Improved Columbian Clasp Envelope is made to stand this

rough travel. The tough paper of the Improved Columbian Clasp Envelope won't mind the bumping and banging; the Clasp will hold fast to its 4-point anchorage; the flap won't tear out nor the seams give way.

In an Improved Columbian Clasp Envelope your mailing will reach its destination as it left your office. And the cost of this safety insurance amounts to only an extra fraction of a penny for each piece you mail.

Your printer or stationer can supply you Improved Columbian Clasp Envelopes in any size you

*Tied with sharp twine**Overboard
— at a mile
a minute*

g travels ... and how!

its only salvation

want, without the delays and high cost of making envelopes to order. His paper merchant carries a range of 32 sizes right in stock. The buff color of this envelope is easily printed with a design that harmonizes with the contents.

UNITED STATES ENVELOPE COMPANY

*The world's largest
manufacturers of envelopes*
SPRINGFIELD, MASS.

*With thirteen manufacturing divisions
covering the country*

Improved COLUMBIAN CLASP ENVELOPES



To get more people to read your mailing
PRINT THE ENVELOPE

A picture or design, in color, will help your mailing get more attention. You can print more easily and effectively on the neutral buff tint of the Improved Columbian Clasp Envelope. No need to "bit" each color twice to make it "take hold."



These Three Booklets Made a Hit with Farmers

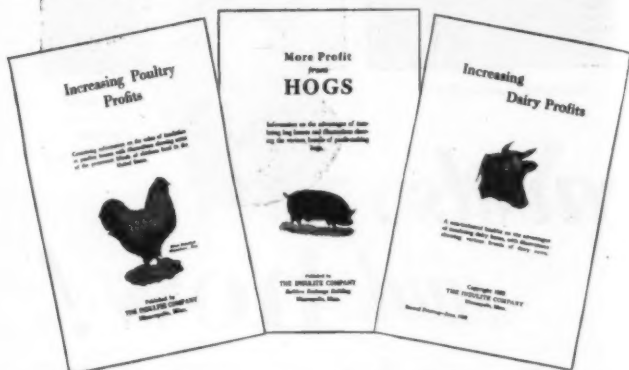
The Insulite Company Gained the Confidence of the Farmer in These Books by Not Printing Detailed Building Plans

By Harry D. Thorn

Advertising Manager, The Insulite Company

THERE is a very important market for insulating material on farms, as every manufacturer of insulating material knows. Without proper insulation there cannot be efficient ventilation of

like anything else that is merchandised to farmers, our experience and the results of mailing these books may prove of value to others who want to reach either the farmer or his city friends.



THE INSULITE COMPANY BREAKS ITS STORY OF FARM INSULATION INTO THREE BOOKLETS, ONE BOOKLET TO A FIELD

farm buildings. Without good ventilation hens, cows, or hogs can be neither healthy nor produce profitably for their owners.

In planning to reach the farmer, we first decided that there should be a book on each of three subjects—dairy barns, poultry houses, and hog houses—rather than a single book on farm buildings in general. While it is true that many farmers who have chickens also have cows or pigs, we felt that to get our message over with the greatest amount of clarity, we could do so to best advantage if we broke up our story into three distinct divisions. We developed a series of three books that cover the subject of insulation distinctly from each of the three important angles. And because insulating material is just

The first kitty we knocked down was to omit entirely from our series of books, photographs of buildings in which our product had been used. In most cases Insulite loses its identity in use, because it may be painted over, shingled over, or there may be a plaster or stucco coat over it. To show large barns or farm buildings, or to show interiors so thoroughly retouched to bring out the product that they look like wash drawings, seemed to us to detract from the books rather than to add anything.

What—no plans? That's it exactly! We decided at the outset not to cut down the life of our books by doing the thing that almost every other manufacturer had done in getting out books about materials for farm buildings. And

in this we gained considerably more than the average person might realize. In each of the books appears this or a similar statement:

Because of the wide range of opinion on various types of poultry houses in different sections of the country, we are presenting no house plans in this book. Detail sketches are shown which indicate how Insulite may be applied in any type of poultry house. The Department of Agriculture of your State will be glad to furnish you with poultry house plans which have proven practical for climatic and atmospheric conditions existing in your State.

And in this we gained the confidence of the reader as well as to add much to the life of our book. Why?

As an example, consider a dairy farmer who has become interested in the subject of getting more milk from his cows, at the same time using less feed. These results are unquestionably attainable in properly insulated dairy barns. Suppose the farmer writes for information on the subject of insulating dairy barns and a book comes to him in which the subject is rather sketchily covered, while the description is augmented by the addition of a plan or blueprint showing a dairy barn with the insulating material applied. It is agreed that the barn which proves practical in Minnesota is not the best barn in Ohio; that the farm building which is a success in one part of the country is a failure in some other part. Suppose, too, that the farmer has his own ideas on the subject of barns as developed through his close study of farm papers, some of which may be national in scope, while others are localized and circulated in his own State.

What happens if the plan shown in the book does not appeal to the farmer? He loses interest, not because he is no longer a prospect for a barn, but because the plan shown does not suit him and he decides to look elsewhere. Or he feels that the plan shown does not fit either his needs or the climatic conditions of his locality. Accordingly, the book is discarded, or might as well be, because the farmer has found something in it with which he does not agree. As

a result he has lost confidence in the subject matter of the book. That means that the book has had a short life, and another manufacturer wonders why farmers are hard to interest or sell.

In developing our series of books we devoted no space to plans. We have no plans available because we are not selling a definite type of barn, but an insulating material to be used in any type of barn to make that barn a more profitable investment for the farmer who builds it.

The first requisite of a more or less technical booklet is that it be of sufficient interest to the reader to justify his reading it through, and then have him keep it for future reference, most likely at the time when the need for your product arrives.

In preparing our books we tried to keep a note of sincerity running all the way through the copy. We next planned them so as to answer the questions that might come up in the farmer's mind in the order in which they might logically come up, so that the books would be genuinely helpful.

Farmers are generally more careful readers than their city cousins, and for that reason it is well to appeal to their sense of fairness, sincerity and practicality. We told farmers things about their cows, their chickens or their hogs that struck right home—things that many farmers had not known about and on which the others had given too little, if any, thought.

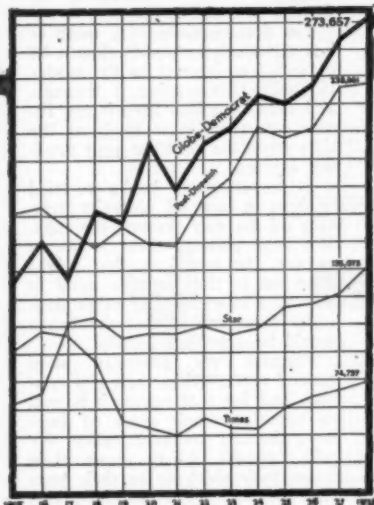
The text of our books was clarified by the use of a few simple drawings showing the application of Insulite for various types of buildings. We showed the farmer how Insulite could be applied, whether he built a stone, wood or concrete structure. These drawings, we pointed out, were adaptable to any type of barn that the farmer might build.

In suggesting that he could get plans for barns adapted to his locality as developed by his State department of agriculture, we neither strained a point of sincerity by inflicting on him a plan that was attractive to us, nor did we push any special procedure.

Are YOU leading in this great market

—as one

St. Louis



The Sales Curve of the largest daily newspaper west of Chicago keeps on climbing. The Globe-Democrat's average daily circulation during the six months ending October 1, 1928, was the largest ever recorded by a St. Louis newspaper. . . . Today, throughout St. Louis and The 49th State, The Globe-Democrat reaches more families by many thousands than any other St. Louis daily. The sales curve of the largest daily newspaper west of Chicago keeps on climbing . . . higher and higher . . . and will continue upward.

HERE'S a firm which far out-sells all of its competitors . . . Does it year after year . . . Does it easily.

Your problem as a manufacturer making and selling merchandise is essentially like our problem. We have a commodity—a newspaper—which we sell throughout St. Louis and the surrounding rich, individual trading area known as The 49th State.

That commodity is distributed through regular trade channels. Daily sales are in excess of a quarter of a million units—far ahead of any competitor. You can sell your product here just as readily and just as successfully as we

Largest Daily West of

St. Louis

Globe-Democrat

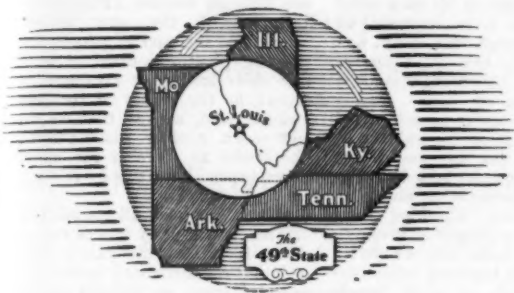
NEW YORK
F. St. J. Richards
Room 1206,
41 Park Row

CHICAGO
Guy S. Osborn, Inc., 360 N. Michigan Blvd.;
Charles H. Ravell, 332 S. La Salle St.
(Financial Advertising)

DETROIT
Jos. E. Scolar
3-241 General
Motors Bldg.

MAN FR
Charles G.
R. J. Bl
748 Mar

gall competitors



is newspaper does?

sell ours. But The Globe-Democrat is more than a guide to sales possibilities in The 49th State. It is a sales help . . . a vehicle which stands ready to carry the story of your product to the rich and responsive audience which has made this newspaper the largest daily west of Chicago.

The advertiser in any line can profit by the example of this newspaper. The margin of leadership which The Globe-Democrat enjoys offers a significant advantage to advertisers seeking to work this great market with corresponding success.

And more . . . Through The Globe-Democrat's helpful service

for advertisers, you can work this market with the greatest economy.

The Globe-Democrat has gathered information regarding this market which an advertiser could not obtain without a tremendous expenditure of time, money and energy.

To those who are sincerely interested, we offer this information without cost or obligation. Besides the book, "The 49th State Today," with its 120 pages of market analysis, The Globe-Democrat has maps and charts showing sales outlets, distribution channels and all the other phases of The 49th State. Our nearest representative will be glad to supply you with this information.

Day West of Chicago

Globe-Democrat

SAFETY
SAN FRANCISCO
Charles G. Eckart, care
R. J. Bidwell Co.
749 Market Street

SEATTLE
Henry E. Ferriss, care
R. J. Bidwell Co.
Stuart Building

LOS ANGELES
O. S. Waters, care
R. J. Bidwell Co.
Times Building

LONDON
Derland Agency,
Ltd.
18 Regent St., W.1

The farmer was open to his own likes and dislikes and was given no opportunity to discard our book because he did not agree with us in the selection of a plan. In the last analysis he was given every opportunity to draw his own conclusion and make up his own mind rather than to have it made up for him, although our copy was planned to help him make up his mind or lead his thought in the right direction.

To give the books an additional interest apart from the subject of insulation and the increase of the farmer's profits, we added a feature that has brought us much favorable comment. Thinking if we were farmers, raising, for instance, Rhode Island Reds, that we would be interested in knowing what representative birds of other breeds looked like, we showed in our book, "Increasing Poultry Profits," reproductions of photographs of typical birds in eighteen breeds. No matter what breed the farmer was interested in particularly, that breed was shown, and in addition he could see what each of the other breeds looked like. A caption beside each illustration of a breed told briefly the distinguishing characteristics and particular advantages of each breed.

This same idea was used in our book, "Increasing Dairy Profits," showing in halftones seven different breeds of dairy cows, together with a larger center spread reproduction of an artistic, though quite true to nature, scene of a herd of cows resting in a shady grove of trees. In our book, "More Profits from Hogs," we reproduced photographs of nine breeds of hogs, giving in brief detail the advantages of each breed.

Although the distribution of these books, to date, has been largely developed through direct mail, either on the part of our dealers or by ourselves, we are running a test campaign in one of the poultry magazines to determine what the interest in insulation might be. This test campaign is bringing hundreds of requests for the book on the insulation of poultry houses.

A note in this poultry book offers the other books in the series

and we find quite a few of the people who get the poultry book write us later on asking for copies of the other books.

As we find our way a little further and plans are fully developed the books will be offered to farmers through various farm publications. With the very apparent interest on the part of people reading the poultry journal in which our tests are being conducted, as shown by the nature of the inquiries received, we feel that we shall get much greater distribution on the books as soon as the general farm-paper advertising is under way.

The books have all proved popular as evidenced by letters received from day to day, and that a second printing was necessary within three months, when we thought our first printing would last a year. A number of agricultural colleges are planning to use the books as texts this fall in their classes on agricultural engineering, proving that the subject matter must be technically and practically sound. Letters from county agents asking that various books be sent to interested farmers in their localities, and letters from farmers asking us to send copies to their neighbors, prove definitely to us that even though we passed up the obvious things, we more than made up for it by including the unusual—by keeping in mind the likes and dislikes of the man to whom the book is aimed and who it is hoped will read it. After all, he is the one to get satisfaction from the book—the manufacturer must get his satisfaction not from the book itself, but from the returns that the book will bring.

Represented by Williams, Lawrence & Cresmer

The Long Beach, Calif., *Press-Telegram* and the Pasadena *Star-News* are represented, nationally, by the Williams, Lawrence & Cresmer Co., publishers' representative. It was reported in a recent issue that R. J. Bidwell & Company had been appointed Pacific Coast representative. This was incorrect. The latter company is the Pacific Coast representative of the Williams, Lawrence & Cresmer Co., for which it represents these newspapers.

To Out-Of-Town
Advertisers and Agencies
we offer
Intelligent Cooperation
IN TYPE SETTING

We give overnight service on proofs. We make sure mats and plates go out *on time!* We are, at present, enabling a number of out-of-town clients to get "New York" quality and service in their Advertising Composition.



WIENES TYPOGRAPHIC SERVICE Inc

"Intelligent Cooperation"

203 West 40th Street, New York City

Phone Longacre 7034



**Over a MILLION
buyers inside an
8 mile radius ~
that's PITTSBURGH**

BUYERS!—not just population!

Prosperous, progressive people—high standards of living!

Purchasing power running to a billion a month!

Prospective customers—*buyers*—over a million of them—all living within a circle with an 8-mile radius!

That is the Pittsburgh of today—one of the richest and most responsive markets in America.

And this market, so productive, so desirable, so open to the sale of every type of product, can be reached and sold more easily than any other market of similar size.

One great newspaper—The Pittsburgh Press—covers the real buyers of the Pittsburgh market—covers them thoroughly—covers them effectively—covers them economically.

The Pittsburgh Press goes into nine out of ten of the English-reading homes within the 8-mile radius from the Pittsburgh City-County Building—an overwhelming coverage.

So dominating is its influence—and so definite its sales-producing power—that during the first seven months of this year advertisers bought within one and one-fourth per cent as much space in The Pittsburgh Press as in the two other papers combined.

That fact, of course, tells the advertising story.

That is the composite voice of thousands of sales and advertising managers who *know*—by experience.

They are spending their advertising dollars where they will produce the greatest volume of *profitable* sales. Your product can be sold in the Pittsburgh market more profitably, more quickly and at a lower proportionate cost, in the columns of The Pittsburgh Press, exclusively.

There are fifty-five towns and boroughs in the compact 8-mile radius from the center of Pittsburgh—there are over a million people living there—a huge, thickly settled, prosperous community—and a *one newspaper town*—if you use The Pittsburgh Press.

These 55 Towns are Pittsburgh

1 Aspinwall	17 Hays	29 Rankin	42 Wilkinsburg
2 Avalon	18 Homestead	30 Redman Mills	
3 Bensenville	19 Ingram	31 Rosslyn	<i>Townships</i>
4 Bellevue	20 Louperex	Farms	43 Baldwin
5 Ben Avon	21 McKees	32 Sharpsburg	44 Kennedy
6 Braddock	Rocks	33 Spring	45 Kilbuck
7 Carnegie	22 Millvale	Garden	46 Midlin
8 Crafton	23 Mt. Oliver	34 St. Clair	47 O'Hara
9 Davis Island	24 Munhall	35 Swissvale	48 Penn
10 Dormont	25 Neville	36 Terrace	49 Robinson
11 Edgewood	Island	37 Thornburg	50 Ross
12 Emsworth	26 North	38 West Home-	51 Scott
13 Etna	Braddock	stead	52 Shaler
14 Evergreen	27 Pitcock	39 West View	53 Stowe
15 Fairhaven	28 Pittsburgh	40 Westwood	54 Union
16 Greentree	City	41 Whitaker	55 Wilkins

All within 8 miles of Pittsburgh Courthouse

The Pittsburgh Press

A SCRIPPS-HOWARD NEWSPAPER
MEMBER AUDIT BUREAU OF CIRCULATIONS AND MEMBER OF THE UNITED PRESS

National Advertising Departments:

250 Park Avenue, New York City - Chicago - Philadelphia - Detroit - Cleveland
Los Angeles - San Francisco - Atlanta - Seattle - Portland



What American Advertisers Should Know about Canada

Some Facts Regarding the Dominion's People

By H. E. Mihell

Manager, Association Canadian Advertisers

CANADA is no longer a colony.

She is a nation with a people that have a sense of their national responsibility. We enjoy full autonomy in the conduct of our internal affairs, and are now developing our autonomous right to arrange our relationship with foreign nations under an agreement with other British Dominions beyond the seas, which is one of the keynotes of the harmonious conduct of the British Empire. It has been estimated by the Dominion Bureau of Statistics at Ottawa that our population for 1928 is 9,568,000.

Our present geographical arrangement of the distribution of our population divides the country into five distinct natural marketing divisions or zones which have been defined and described by the Canadian Daily Newspaper Association.

Zone No. 1 is made up of the Provinces of New Brunswick, Nova Scotia and Prince Edward Island. The population of this area is over 97 per cent British stock and comprises 11 per cent of Canada's population. While agriculture, manufacturing and mining are its principal industries, it is tinged with characteristics usually found in districts that border on the sea.

Zone No. 2 is essentially the province of Quebec and insofar as the French-Canadian is concerned embraces that population that has overflowed into the edges of those provinces bordering on Quebec. A great many of the French understand English perfectly, but if you wish to reach his heart quickly you must talk to him in his own language. A very large proportion speak this language only.

If possible avoid submitting English copy with tricky phrases or too finely shaded meanings.

Zone No. 3 embraces the province of Ontario.

Ontario is the center of Canada's manufacturing activities.

The character and psychology of Ontario's people differs little from that of your people in the top of New York State, Ohio, or Michigan. Toronto, in its outward appearances, is American. Ontario's population is mainly of British origin and practically 99 per cent read or speak English.

Zone No. 4 is made up of the provinces of Manitoba, Saskatchewan, and Alberta, known as the prairie provinces. Agriculture is the basic industry of these provinces and upon it depends the activity and prosperity of all other factors.

The prairie farmer is a live, up-to-date business man conducting his business in a big way and does his buying in proportion.

Out of the 700,000 farm homes in Canada 250,000 are in the prairie provinces. The increase in farm homes on the prairies has been 24.6 per cent within fifteen years and is likely to continue at this pace or even greater. The average pace or even greater.

Zone No. 5, British Columbia, is almost entirely mountainous, depending on its forests, mines and fishing for its greatest productivity. Here and there in the valleys rich agricultural production is found. Its population is 5.9 per cent of the whole Dominion.

The population of British Columbia is mainly British. The character of Vancouver is not unlike your coast cities. If you understand Seattle, Portland or Tacoma you can understand Vancouver. Victoria is very much English in tastes and inclinations.

Extracts from an address delivered before the annual convention at Atlantic City, last week, of the Association of National Advertisers.

WHEN a newspaper consistently leads in all types of advertising year in and year out, and is especially dominant in department store, specialty shop, and all classifications with a feminine appeal, it certainly indicates leadership, prestige and pulling power in the community.

The Syracuse Herald occupies that enviable position in its field because of its known purchasing power.

THE SYRACUSE HERALD

JOHN C. BLACKMORE, Advertising Manager

O'MARA & ORMSBEE, INC.
National Representatives

280 Madison Ave.
New York City

Peoples Gas Bldg.
Chicago, Ill.

General Motors Bldg.
Detroit, Mich.

Western Pacific Bldg.
Los Angeles, Calif.

Monadnock Bldg.,
San Francisco, Calif.

"Where to Buy It"

*makes it easy for the consumer to buy—
by linking your advertising with
your retail outlets*



*Consumers will be able to find where
they can buy your product.*

THE Consuming Public, your source of income.

Advertising, that persuades the public to buy your product, your brand.

Your dealers, from whom the consumers, their interest and desire aroused by your advertising, must buy.

A new directory service of the Bell Telephone System now makes it possible for you to weld these elements of

distribution into a strong merchandising chain.

You can now insert in every one of your national advertisements, as a guide-post to local dealers in any part of the country, a simple phrase:

Your nearest dealer is listed in your classified ("Where to Buy It") telephone directory under the heading —.

This will lead the public, educated by Bell System advertising in *The Saturday Evening Post*, *The Literary Digest* and newspapers everywhere, straight to those dealers who handle your product locally.

The "Where to Buy It" service is a development of Bell classified telephone directories in 6000 cities and towns of the United States. The directories have a combined circulation of 12,000,000 copies every six months.

In the columns of these directories, manufacturers can now display the name of their product, their trade-mark, a short description of their product, and the phrase, "Where

"WHERE TO BUY IT"

Hotels

Abbott Inn 321 Wash Wel Bth... WEL city-9399
 AVERY HOTEL 24 Avery... WAN coast-1290
 Back Bay Hotel 98 Dartmouth... BAC & Bay-6399
 Hotel Somerset 410 Cornhill av... KEN more-2700
 Hotel Somerset 200 North... WIG hamd-0952
 HOTEL STAYLOR... WAN coast-2080
 Plymouth Hotel 571 Columbus av... BAC & Bay-2310
 Quincy House 47 Brattle... CAP Ital-6700
 Riving House Co Inc 6 Boston... HAY mkt-6447

Hotpoint Electrical Appliances

"Are built by the largest manufacturers of electrical heating devices in the world, and are for sale by all leading dealers and electric light companies."

"WHERE TO BUY IT"

APEX ELEC DISTRI CO OF MASS
 115 Broad. WAN coast-3468
 GAMB ELEC APP CO
 1073 Mass av. UNI city-1273
 GARDNER PORTER F & SON
 30 Charles. HAY mkt-3414
 GASSERY ANTHONY & INC
 1910 St. av. UNI city-2941
 FULLER BETH W ELEC CO
 10 Kingston. LIB city-8513
 KAUFMAN SAMUEL 114 High... LIB city-2944
 SAGER ELEC SUPPLY CO
 201 Congress. LIB city-9170

House Cleaning

A TO Z CLEANING CO
 1011 Wash. WAN coast-1334
 AM CLEANING CO 20 Central sq. UNI city-9172
 BOSTON CLEANING CO
 26 Bennett. WAN coast-4749
 BOSTON HOUSE CLEANING CO
 25 Longmop. WAN coast-5376
 Building Care Co 128 Bedford... WAN coast-4826
 HEMINGWAY CLEANING CO
 T Broad. HUB hard-6831
 HOLMES W & CLEANING CO
 161 Milk. WAN coast-9595
 House Cleaning Co 140 Bedford... LIB city-3482

Products are listed alphabetically under their own names. The section of a column reproduced here is about three-quarters actual size.

trade-mark and your dealers to be entered as fast as new directories go to press? The usual commission is allowed advertising agencies.

Call your local Bell business office. Or write the Directory Advertising Manager, American Telephone and Telegraph Company, 195 Broadway, New York City.

to Buy It." And, following, listings of their dealers.

The dealer listings may be bought by the advertiser to insure fullest return from the service. Or, if he wishes, they may be bought by the dealers. The cost of the entire service is surprisingly low.

A feature of the service is its flexibility. National use of it will, of course, appeal to manufacturers with complete distribution. And for those with limited distribution, sectional listings are available, or listings in metropolitan centers or rural trading areas.

The "Where to Buy It" service already features many nationally advertised products. Why not contract for your



Many nationally advertised products are already featured in the directories.



THE NEW SERVICE IN YOUR
 CLASSIFIED TELEPHONE DIRECTORY

Tuning In On Country-town America

*23 per cent of the 7,343,264
families on farms and*

*20 per cent of the 8,178,315
families in small towns
own radios. Based on the
percentage of country-
town families owning
automobiles*

*59 per cent of the farm
families and*

*40 per cent of the small town
families have yet to own
radios.*

THE radio manufacturer cannot afford to neglect his market in country-town America. Despite the fact that the small town and farm home is modern in every respect that the city home is modern and has room in it for a radio, it is en-

tirely probable that the radio market in country-town America may be undermined and usurped by other competition.

The radio manufacturer will find too in whatever experimenting he may do in the way of advertising, that the country newspaper has an influence upon the people in the small towns and on the farms which is unequalled by all other mediums combined. Henry Ford has said: "The Ford Motor Company has always found the country press an efficient means of reaching the public."

AMERICAN PRESS ASSOCIATION

225 West 39th Street, New York

CHICAGO
122 So. Michigan Ave.

DETROIT
2111 Woodward Ave.

KANSAS CITY
Interstate Bldg.

BALTIMORE
111 No. Charles St.

Internal Good-Will—A Neglected Advertising Opportunity

A Splendid Fine Art Is to Be Developed When More Intelligent Effort Is Devoted to Internal Advertising

By Howard W. Dickinson

IN the September 20 issue of **PRINTERS' INK** appeared an editorial which made a strong appeal to me. Its title was, "A Neglected Opportunity." I suppose it appealed to me particularly because it suggests the kind of thing which I want to make my life job; a job of learning about and of trying to talk and write sensibly about internal relations in industry, which of course means about people and their occupations.

Advertising has concerned itself with public or external relationship, and yet an industry has already been partly developed dealing with internal relationships. By no means has this industry called to itself the type of brains which it needs.

What the Big Chief wants to say to his men and can't find the time to say is rather important and he knows it, so he has often been an easy mark to wholesalers of pictures and words who present bright-appearing posters, or bulletins on "Safety," "Team Play," "Industrious Habits," "Promptness," "Vigor," "Personality" and all those things which need the background of understanding more than the stimulus of catch phrases.

A good deal of this material is sold to "busy" executives, material which presents platitudes in bright-colored art display, and a barrage of all kinds of industrial bromides. These things rarely represent the spirit either of the boss or his board of directors. The boss buys them because others have told him and he has told himself that he is a busy man and he can close out this whole transaction in a minute by saying "yes." Then for so many dollars, so much material will be delivered to so many people per month or per week or per minute. So many stickers will be stuck, so many stuffers put into pay envel-

opes, so many bulletins put on rest-room walls, and so many editorials put in the house magazine.

This is valuable if the stuff is good. It would not so often be profitable to its makers, however, if they had to go from the general to the specific and have valuable men give much time to studying the individual needs of the firms they pretend to serve. They are apt to offer a mass production of platitudes, disguised as inspirational material. Much of it is sold.

This industry is itself all ripe for uplift, though some of its members may be well satisfied with present profits.

In my opinion, advertising men have a very great opportunity right here, and one which they will love as they get well into it.

Fully as important as "public relations" is the great subject of "private relations," internal relationships, employment, wages, opportunity for advancement and all those things which make a job a good one or not from the worker's point of view.

Advertising will have a hand in this as soon as it is fit to partake in this job. So far it has not quite fitted itself, for here it must delve deeply into the psychology of living our individual lives, not merely the psychology of developing the lust for purchase.

A GREAT PRIVILEGE

Personally, I believe this will prove to be the greatest service privilege which advertising ever will have. Though it may not run into the money volume which great consumer campaigns will show, still it may be very profitable. Even the relatively poor work being done in this line seems to pay well. Excellent work will tend to establish higher values.

As soon as a business grows big

it becomes a community of interest. Its directors, whether they want to or not, become responsible for the welfare of their many workers. Willy-nilly they must become educators of their people. They can't fool them. They have about given up trying to. They see that great profits lie in the kind of internal good-will which breeds energy and vigor. They learn it is not enough to say to a workman, "This is your business, be true to it." They must show him why it is his business and how he can be true to it.

Other people who have the workman's ear stand ready to show up the bunk in the messages which his firm gives him, so there must be no bunk in them. A splendid fine art is to be developed in "Internal Advertising."

I suppose everyone can look back on some specific job of which he is rather proud or which he remembers with especial interest. The most interesting piece of work I ever had in advertising was a job of internal advertising.

A THREATENED STRIKE

A client's sales department was not able to meet deliveries. Production was way behind. A freelance labor agitator threatened a strike in April or May. It was then December. This same agitator had "pulled" a strike in the same plant a few years before. Obviously he could do it again. The sales manager and I went to the plant to look the ground over. Internal good-will was needed badly. We took the poorly edited monthly house magazine and made a newsy weekly out of it. We had many portraits of workmen in each issue, with brief biographies of them. We wrote editorials dealing with the common sense of employment relationships. We had never a word to say against organized labor, but we fired broadsides against the habitual trouble maker. We hired one of the world's ablest cartoonists to give us weekly strips showing up the trouble maker as dangerous to the honorable employee. We got right down to the common sense of making a living and the costs

of a strike. Besides this we had all the news of the big factory and its people in attractive and interesting form. We reproduced the firm's big consumer advertisements and tried to make the factory people feel that these were their own advertisements. Later we employed a trained city editor from a New York daily paper at a good salary to run this paper. Literally, the employees of this factory laughed the labor agitator out of town. There was no strike.

We had a feeling all through this experience that we could not and must not make a single false step, that we were treating issues that were vital to many people, that we could not let up on the vigor necessary for the purpose and that if we overstepped intelligent tact a hair's breadth we were sunk.

The file of those papers which I managed to keep is one of my dearest possessions.

Inane platitudes, copy-book maxims, conventional appeal for team play; all those things would have gotten us nowhere. We were facing a strike. The people in the plant were uneasy. The firm was crowding them for speedier production. Evidently the firm was making a lot of money. What share were they getting? In May the fishing would be good and then the highly paid mechanics might be willing to put their powerful influence in favor of a strike. They could have their little vacations and then, if the strike wasn't over, they could get other jobs.

Practical, human emotions, desires and passions were what we were meeting. Our specific prescription for this case might not effect a cure with different symptoms.

Building good-will and conserving it, is a specific and constant problem. This paper was not dropped when the strike danger was over. Rather its importance was increased. Stopping a strike is a negative thing, now less important than ever, because we have relatively fewer strikes.

We needed a competent editor because the good-will he was made responsible for was a thing of recognized importance. The immi-



Prosperity Assured By Two New Industries!

America's huge new helium extraction plant is being rushed to completion just outside of Amarillo at a cost of \$1,475,000; and the Texas Company has purchased a local refinery and 88 acres of adjoining land as a nucleus for a great expansion program, including a new 8-inch crude oil line into the city.

The rural market outlook is equally good. Brookmire estimates a \$910,000,000 cash farm income for Texas in 1928-29, a greater percentage of increase over the past three years than for any other state!

Here is a rich, separate market of 533,478 intelligent, white Americans, with one distinct metropolis, and its one big daily—a particularly effective advertising medium at this time.

Amarillo Globe-News

Morning—Evening—Sunday

National Representatives

TEXAS DAILY PRESS LEAGUE

Chicago

Kansas City

nence of serious trouble had shown that importance vividly.

When all seems serene it looks as though anyone might carry on. When trouble looms we rush for competent leaders.

At the present time we seem to be in the midst of blissful industrial peace. Good wages, abundant employment, unheard-of sales volumes. And yet, some industries recognize serious clouds on the horizon. Many industrial leaders see their own internal good-will as a priceless thing, quite as valuable as their external or public good-will, and quite as worthy of the employment of the highest attainable type of literary craftsmanship.

Think of it, probably 95 per cent of the industrial workers in the United States have never seen an authoritative text-book about their own industry and its relation to life and to other industries! Very few indeed have ever seen a fair statement of the position of their own firm in its own industry or any honest statement from headquarters of their employers' ambitions and their plans to bring them about.

True, they pick up a bit of this, but honest pride in one's work and firm is something capable of stimulation, and that stimulation is not only profitable but is the workman's due.

WE HATE WHAT WE DO NOT UNDERSTAND

If we have any capacity for hate, we hate most easily those things which we do not understand. Most fights between people are based on misunderstandings.

The wealth which has been lost by internal industrial misunderstandings would go far toward paying the world's debts.

Internal trouble-making has not disappeared. Insidious and dangerous house politics have not disappeared. Lack of proper interest in a job is not a thing of the past. Even in these days of high efficiency, the efficiency of the machine has developed further than that of the man.

We fancy that the war between labor and employment is over. It

can't be over till it becomes a pretty well recognized community of effort, a partnership in production. It takes understanding to bring that about and still more understanding to perpetuate and strengthen internal good-will.

Anybody who can hire a printer can offer a set of messages along the line of "Now, boys, be good and work hard and be satisfied with your pay." That kind of skim-milk stuff can be produced and delivered by the ton. If that is all the message the boss has, he becomes only a joke to his people by reiterating it.

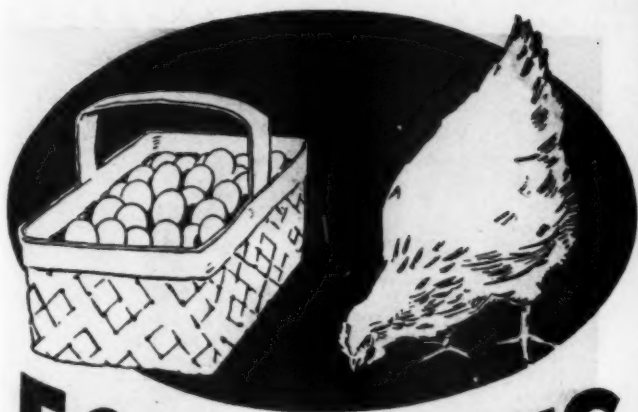
The employer who does not recognize the need of workers for a roast-beef diet of intelligent facts about his and their industry can furnish the market for the platitude pedler. The student of industrial economics who senses the psychological aspects of employment, and who happens to be an employer, will furnish the market for a high type of internal advertising as soon as advertising men appear who can produce the right kind of material.

Already the platitudes, and many of the basic principles as well, are being offered in magazines and in newspaper syndicated articles. Some of these things are very good. Some very able writers are finding such work well accepted. The copy man's job is to produce the specific material to meet the individual needs of his clients, needs which are sure to be recognized more and more.

Many employers are afraid to talk openly to their people, afraid they will breed discontent by their frankness if they declare their own attitudes. They do not need to fear this. Labor has its own ideas about its own values and is getting more appreciative every day of the values in management and capitalization. Secrecy is not only not needed here, it is rapidly becoming impossible.

The boss can't do anything without the help of the people whom the whistle calls and whose time the clock records, and they can't make a living without him.

Therein lies a great neglected opportunity for advertising.



EGGS AND HENS

*Buy Over A Billion Dollars
Worth of Manufactured
Products and Food Yearly*

Reach This Market Through
the Poultry Raisers Most
Thoroughly Read Magazine

**AMERICAN
POULTRY JOURNAL**
CHICAGO, ILL.



Portrait of Gen. Marchese Spinola by VELASQUEZ, sold to Scott & Fowles for \$53,000 at the sale of the Charles H. Senff collection at the Anderson Art Galleries, March 28-29, 1928, and bought by Gov. Alvan T. Fuller of Massachusetts.



*Where there is Interest
in the FINE ARTS there is BIG BUSINESS*

CONTRARY to the casual view INTERNATIONAL STUDIO readers are not professional in character, but rather a strongly constituted group of influential readers who, because of their interest in the Fine Arts, represent enormous purchasing power. In creating a magazine that appeals in the broadest sense to all those people who are interested in the arts, for its cultural influence upon themselves or their children, or because of love of the beautiful and decorative, we have established a market place for the finest things the world produces.

INTERNATIONAL STUDIO

(Associated with The CONNOISSEUR)

57th Street at 8th Avenue, New York

CHICAGO - 25 North Dearborn Street

BOSTON - - 5 Winthrop Square

SAN FRANCISCO - 822 Kohl Building

california styled



SOME few years ago, a distinctive type of advertising presentation, known to the craft as the "California Style," was originated in the West. Today, much of the nation's advertising reflects its characteristics. The "California Style" is a child of Honig-Cooper... born in Honig-Cooper offices in the West... succeeding

in the market places of the nation. The "California Style" is western-national.....just as the Honig-Cooper Company is western-national.....its home offices western in location...western national in understanding..national in scope and in vision...a national advertising agency in the best sense of the word.

Honig-Cooper Company

ADVERTISING

The National Advertising Agency of the West

SAN FRANCISCO
LOS ANGELES
PORTLAND
SEATTLE

Representative Offices:

NEW YORK • CHICAGO • BOSTON

The Retailer's Home as a Laboratory

How a Cut Finger Helped Develop an Advertisable Novelty

By Ralph Crothers

MANY a manufacturer has discovered that his home is more than a place full of furniture, vacuum cleaners, radiators and innumerable household gewgaws and problems. When he has looked at his home with the eyes of a maker of things used there, he has often developed a new and profitable product which could be sold to thousands of other home owners.

A wife in Pennsylvania pointed out to her husband that a new hardwood floor was needed. When he considered the time, trouble and expense involved, he experimented in his own factory, and, later on, Cromar, a prepared - in - advance hardwood floor became a profitable, nationally advertised product. A nationally known shampoo, an improved mop, a well-known vacuum cleaner, a better clothes hanger, an improved nursing bottle and a new idea in salad mixers which became the leader for a line of glassware, are other products which are easily remembered as the outcome of a manufacturer becoming better acquainted with his own home and its needs.

The hardware store of John N. Lindsley has served the people of Orange, N. J., ever since 1806. The present vice-president and treasurer of the company, Frederick W. Bleckley, one night in his own home traveled to the kitchen in search of some household utensil. He has forgotten just what it was he was looking for in the kitchen drawer but he remembers distinctly what he found. He found a knife—and a sharp one at that. Nursing his cut finger he complained somewhat bitterly to the cook, as men will in such circumstances, and asked her why she dumped all sorts of sharp things into a disorganized mass in a kitchen drawer. The cook ex-

pressed regret for the accident but pointed out that she had no better place to keep utensils and knives. "You are in the hardware business. Why don't you bring me home something from the store?" was the burden of her suggestion to avoid future accidents. The hardware man, thus urged, looked around his store next day for a knife rack or tool rack which would solve the problem. There was none in stock. He tried to buy something elsewhere, but the only thing he could find was a knife rack of wood with slots in it, and another of tin which dulled the knives. There seemed to be a real need for a product which would take tools and knives out of the kitchen drawer.

HOW THE KITCHEN RACK WAS DEVELOPED

His own cook wanted one, others must have a similar need, so he had a carpenter in the store make him one of all wood, with hooks and eyes for hanging the various items in place. It worked well in his own kitchen. Neighbors were shown the product and liked it—suggested improvements. One neighbor asked to have a simple knife rack made, for the complete "cook's kit" ran into considerable money. The knife rack was made and put on sale in the store. It went well. Buyers suggested changes, and a rubber compression strip to hold the knives in place without dulling them was added. Then the kitchen tool rack was worked out and Mr. Bleckley experimented with holders so that any size handle could be fitted into the holder, which could be bent by the housewife to fit each handle tightly.

These racks sold well in the local store. The retailer was able to check the way people bought and

what selling arguments were most effective across the counter. Based on this observation, he worked out a direct-mail piece, to sell other stores the product this retailer had found salable. The material for the folder, boiled down and illustrated, became a full-page of advertising copy in a list of publications going to the retail hardware trade.

ORIGINAL PRODUCT IMPROVED

In the meanwhile, the original cabinet for cooks had been improved and costs cut by larger production. It is now being made in two forms: One the recessed type in steel which can be set into the kitchen wall of a new house, and the other, the wood corner-type, to be placed on the walls of old houses. These two different types again were suggested by the experience of the retailer selling across the counter and producing what his customers told him they needed. The double viewpoint of retailing to the public and store-keeping for profit brings such homely ideas into the copy as: "place mounted knife and tool racks near the kitchen sink so that it becomes a regular habit to place each knife and tool into its selected holder," and "these racks will improve the volume and quality of your kitchen tool and cutlery business because the modern colored handled, stainless steel tools and knives warrant the good-looking setting provided by Bleckley products."

Thus the product worked out by a retailer because of a finger cut in the dark is now being sold both as a convenience to the housekeeper and a display case for the retailer.

The initial response to the advertising issued by this retailer for the product he worked out by looking into his own kitchen, has been sufficient to warrant belief that the sale will be far larger than expectations.

Later on, it is the intention of this retailer to tell other retailers in detail how to sell the products he worked out and exactly what his own experience has been in turnover and profit.

Is Anyone Else Using This Slogan?

ROCHESTER PACKING CO., INC.
ROCHESTER, N. Y.

Editor of PRINTERS' INK:

Can you please tell us who uses the slogan "You'll Note the Difference."

I believe some packing concern uses this slogan.

EUGENE A. CURTIS,
Advertising Manager.

THE actual phrase, "You'll Note the Difference," has not been registered in the PRINTERS' INK Clearing House of Advertised Phrases.

In September, 1924, the National Refining Company, Cleveland, registered in our file the slogan, "You Will Notice a Difference." The phrase is used in the advertising of gasoline and motor oils.

Is this slogan serving any other manufacturers? — [Ed. PRINTERS' INK.]

Appoint Klau-Van Pietersom- Dunlap-Younggreen

The F. W. Boerner Company, Port Washington, Wis., manufacturer of novelties, and the Holsum Products Company, Milwaukee, Wis., food products, have placed their advertising accounts with Klau-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee advertising agency.

New Account for Irwin Jordan Rose

The Robert Findlay Manufacturing Company, Inc., Brooklyn, N. Y., radio tables, has appointed the Irwin Jordan Rose Company, Inc., New York advertising agency, to direct its advertising account. Newspapers, business papers and direct mail will be used.

Pennsylvania Rubber Appoints W. H. Knight

William H. Knight has been appointed advertising manager of the Pennsylvania Rubber Company, Jeanette, Pa. He formerly was with The Miller Rubber Company, Akron, Ohio, and before that was advertising manager of the Niles, Ohio, *Times*.

A. W. Neally to Join Procter & Collier

A. W. Neally, for eight years with The Geyer Company, Dayton, Ohio, advertising agency, will join the Procter & Collier Company, Inc., Cincinnati advertising agency, on December 1.

"Millionaires"

PREFERRED—

***A Circulation for which there is
no substitute***

IF YOUR logical market is to be found among people of more than ordinary means—you can buy a "preferred" advertising circulation of national scope through THE BARRON GROUP — *The Wall Street Journal* :- *Boston News Bureau* :- and *Barron's, The National Financial Weekly*.

Here is a circulation which exists solely because of the vital importance of the daily news and trends in Wall Street to its readers—who read for dollars and cents reasons.

Here is a circulation which reaches, without waste, the greatest number of people who have the most to spend as individuals on fine homes, golf, automobiles, travel, and other luxuries and necessities.

Here is a circulation for which there is no substitute.

A blanket rate covering all three papers of

THE BARRON GROUP

will be quoted to advertisers or advertising agencies upon application

Address either: Paul Howard, Advertising Manager of *The Wall Street Journal*,
44 Broad Street, New York City, or Guy Bancroft, Advertising Manager of
Boston News Bureau, 30 Kilby Street, Boston, Massachusetts

***The* BARRON GROUP**

The Wall Street Journal

Boston News Bureau

Barron's, The National Financial Weekly

Thirteen Ways to Educate Retail Salespeople

SHAKESPEARE COMPANY
KALAMAZOO, MICH.

Editor of PRINTERS' INK:

I have noticed in various issues of your interesting magazine articles on the education of retail salespeople by manufacturers.

Will you kindly list for me these various articles and tell me in what issues of your magazines these can be found?

In the event that you have reprints of these or a digest of them, please let me know what this will cost.

If you will give me this information at your earliest convenience, I assure you it will be greatly appreciated.

B. H. BRISCOE,
Sales Department.

FOR one manufacturer who is doing something about dealer education, there are fifty who do nothing about it.

Of the unnumbered thousands of small specialties on the market—branded articles sold in grocery, drug, hardware and sporting goods stores in the \$1 to \$5 brackets—there are many which could not support an elaborate educational course or a sales school such as the manufacturer of an automobile, a musical instrument or an electrical household appliance might have. Yet every manufacturer whose goods are sold across retail counters could unquestionably afford to make use of some form of sales education for retail salespeople.

It may therefore be helpful to present a list of the more generally used forms of educational effort employed by manufacturers to assist their retailers in selling more merchandise and selling it more effectively. Here is such a compilation:

1. Publication advertising containing educational matter addressed to retail salespeople.

2. Direct-mail campaigns consisting of educational pieces sent direct to names of retailer's sales force.

3. Personal correspondence between manufacturer's sales manager and retail salespeople.

4. Weekly or monthly letter (same letter sent to all salespeople on list) on general subjects, selling

ideas on line and personal salesmanship.

5. Weekly or monthly bulletin, processed or printed, with sales information impersonally presented.

6. Dealer magazine with page or department set apart for presenting educational matter to retail salespeople.

7. Retail sales manual, from very simple form (like 4- or 8-page folder) to somewhat elaborate booklet or portfolio (bound or looseleaf) with classified arrangement of all sales data.

8. Canned sales talks for the use of retail salespeople.

9. Correspondence course; a division of educational matter into separate lessons, with written examination after each.

10. Sales contests for best sales ideas, or best descriptions of sales, requiring certain amount of study of line on part of salesperson in order to participate in contest.

11. Trips to the factory, either special trips of individual salespeople on their own time or as a reward for good work, or at manufacturer's expense, to attend factory class.

12. Talks to retail clerks by manufacturer's salesmen and the staging of demonstrations or demonstration sales.

13. Lectures with slides or motion pictures presented either by traveling salesmen, special factory representatives, or sent out for presentation by the retailer to his sales force.

This subject is being constantly covered in the **PRINTERS' INK** Publications, and those who would like to have a list of these articles may have it for the asking.—[Ed. **PRINTERS' INK**.]

William Menkel with Gotham Advertising Company

William Menkel, for a number of years with the Association of National Advertisers as head of its export department, has joined the Gotham Advertising Company, New York.

Has Canadian Seiberling Rubber Account

The Seiberling Rubber Company of Canada, Ltd., has placed its advertising account with the Toronto office of MacManus, Inc., advertising agency.



Consider this new slogan and its application to your particular problems! The "Three P's"—The Product, The Place, The Paper.

After all, doesn't this represent the very Alpha and Omega of all selling? Given the right product, distributed in the right place and advertised through the right paper—aren't sales bound to come?

The first P—Your Product! Any consideration of advertising must necessarily be predicated on the assumption that your product is "right."

We submit as The Place—ATLANTA! Right now, and for months, it has been outstanding for low-cost sales returns. A population of more than 317,000, with concentrated retail outlets, simplifies the problem of proper distribution. Huge municipal construction projects and industrial activity are rolling up big payrolls.

Atlantans are making and spending money! Department store sales in August were rated 129.7 as against 84.7 for the United States as a whole.

And finally—the last of the "Three P's"—The Paper! For sixty years The Atlanta Constitution has been a dominating influence in Atlanta. But it is not only the oldest newspaper here, it is also the largest! In the city, in the 75-mile suburban trading area and in total circulation coverage, The Constitution leads all other Atlanta newspapers.

THE ATLANTA CONSTITUTION

Advertising Representatives:

Eastern

STORY, BROOKS AND FINLEY
Forsyth Square Bldg., NEW YORK

Western

CONE, ROTHENBERG AND NOE
360 N. Michigan Boulevard, CHICAGO

Pacific Coast

R. J. BIDWELL & COMPANY
SAN FRANCISCO

Every Agency

CAN THEY BE WRONG?

The finest merchandising brains in the country have developed Atlanta as Distribution City to the rich South. Over a thousand of America's leading corporations have established regional headquarters here. They have invested millions of dollars in plant equipment and sales organizations.

In the past 2½ years alone 1441 great names have been added to the list of American concerns who serve the South from Atlanta. These new concerns employ an army of 12,000 workers and their annual payrolls exceed \$12,000,000.

Great corporations like General Motors, Southern Railway System, National Biscuits, Pullman, Sears Roebuck, Johnson & Johnson, and Cluett Peabody—to mention only a few—do not locate plants involving millions of dollars without making a most careful investigation of every phase of production and distribution.

Then these and hundreds of others have, one after another, through independent, unbiased surveys, selected Atlanta as the meeting point of advantage should be at interest in the management of every company doing business on a national scale.

For in the Atlanta Industrial Area you can cut production costs. Operating from Atlanta your Southern sales organization will exceed the most optimistic guess you can be set.

Atlanta is Distribution City to the rich South. Filter's main line of eight great rail-

road systems radiates from here, to reach 18 million progressive people overnight, 70 million in one day of travel. Here and everywhere may be reached in the Southern territory most economically from Atlanta.

Shipping from Atlanta, over 10000 miles of air mail lines at operation or under contract are bringing Distribution City within a few hours of all important centers.

The Atlanta Industrial Area combines fundamental economies in a manner that produces peak profits for those whose branch factories are here. Labor is a major factor—with a ready supply of intelligent, willing, inherently skilful, Anglo-American workers. Raw materials are close by and plentiful. Taxes are low. Power rates compare with the lowest in the country.

These economies, plus many more, enable the producer in the Atlanta area to take a better grade, yet go into market with a distinct edge over his competitors in the rich, congested centers of American industry. And these factors, when together after the most painstaking study, have made this a booming, busy industrial district.

Your dividend rate can be enhanced materially by Atlanta location. Ask the Atlanta Industrial Bureau to make an engineering study of the situation as it affects your business. Let us lay a complete report on your desk in the strictest confidence. This valuable cooperation is rendered without charge or obligation, and is yours if you will write:

INDUSTRIAL BUREAU, CHAMBER OF COMMERCE
Chamber of Commerce Building

ATLANTA

Industrial Headquarters of the South

Send for this Booklet!
It contains the fundamental facts about Atlanta as a center for your Southern branch.



cy has *One Client* *who should know* **About ATLANTA!**

THE merchandising men in every agency in America should make a special study of Atlanta. Because Atlanta is the key point in America's fastest growing market.

This is Distribution City to the South. Southern campaigns that produce most volume are those backed up by warehouse stocks here. Not that the territory is unusual (every major territory calls for branches these days) but that in the South the branch must be in Atlanta.

From here men and merchandise may be most effectively routed over the territory. From here you can serve the Southern market most economically—and most productively.

The Atlanta Industrial Bureau will be glad to work with you in gathering data upon which to base recommendations to your clients.



Send for this Booklet

It contains the fundamental facts about Atlanta as a location for your Southern branch.

INDUSTRIAL BUREAU, CHAMBER OF COMMERCE
158 Chamber of Commerce Building

ATLANTA

Industrial Headquarters of the South



Where Are We Going in Advertising?

We Are Going Where the Combined Will and Knowledge of All Those Concerned in Advertising Send It

By Raymond Rubicam

President, Young & Rubicam, Inc.

ADVERTISING—as an instrument of business—has “arrived.” Gone are the days when the publisher and the advertising agent had to battle their way into the inner offices of business to prove to the manufacturer and the banker that advertising could sell goods. Business believes in advertising now. Most business men want to advertise if they can.

The manufacturer who does not make a product which seems suitable for advertising is likely to be scanning the horizon for one to “take over,” or peering into the nooks and corners of his own business for a product idea that can be developed.

When he has found it, he is not unlikely simply to pick up his telephone and call in an advertising agent whom he knows and thinks well of. Without much more ado than that many a manufacturer joins the ranks of agency clientele today.

This confidence that the business man now has in advertising is a tremendous responsibility for the advertising man, be he advertising manager, agent, or publisher.

It is a responsibility that happens also to confer on the agent his greatest opportunity. It gives him the chance to apply himself as he never has before to his avowed

ambition to attain the professional man's status of knowledge; and the professional man's willingness to let that knowledge, instead of immediate self-interest, dictate his counsel. It does this for the agent largely by relieving him of the necessity to de-

vote his best ability and his main initiative to the missionary work of “selling” advertising as a business force to the man who should use it. The best agencies still have to present and explain their services as against their competitors, but this is a far simpler and less expensive task—and the better the agency the more this is so.

This all means more brains for the fast increasing complexities of service, more time and energy for them,

more means to defray their cost, and last, and perhaps most important of all, a more single-minded interest in them.

The thing that we in the agency business must be sure of is that we grasp our opportunity. For the readiness and initiative with which the business man now uses advertising can have a negative effect. It can lull us to sleep and contribute that fatal sense of complacency which successful humanity must always fight. It can result, depending on the individual disposition, either in progress or in a more comfortable settling down in the do-no-more-than-you-have-to school, the hunch school, or the



RAYMOND RUBICAM

From an address delivered at the annual convention of the Association of National Advertisers at Atlantic City, N. J.

THIS section of the South, though famed in song as the region where "cotton, corn and sweet potatoes grow" is no less noted for the golden-brown tobacco and the "Albemarle Pippin" that the crowned heads of Europe prefer.

Tobacco planters, fruit growers, stock raisers, poultry raisers, grain, grass and cotton farmers make up the Southern Planter audience. More than half of our readers derive two-thirds of their income from livestock.

It is this diversity of money-crops that makes this a good sales territory even during those years when one or another of the staple crops does not bring a high price.

A poor market for either tobacco, cotton or corn does not deter the Southern Planter people from buying automobiles, radios, building materials, house furnishings, implements, etc.

It is as natural for them to consult the advertising pages of the Planter for information as it is for you to look in the telephone directory for a wanted number. **THE SOUTHERN PLANTER**, Richmond, Va., Established 1840. Riddle & Young Co., Special Representatives: Chicago, New York, Kansas City, Atlanta.

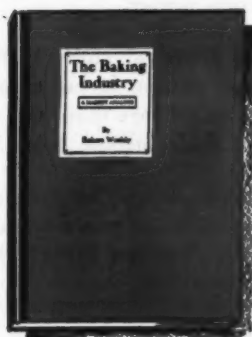
*Write for a copy of
"The Southern Planter and Its Territory."*



Home of the Southern Planter

★ *Now for the first time
in convenient form*

... **the Essential**
of the



THIS BOOK has long been needed.

Every day brings us more and more requests for it: From food ingredient manufacturers and their advertising agencies. From makers of building supplies and automotive equipment. From those who already sell to bakers and from those who see in this billion-dollar industry a prof-

itable market for their goods. "The Baking Industry—Market Analysis" is the first survey, in book form, of Baking as a market. It is the result of over 18 months' painstaking study and research.

Live facts

The recent rapid growth of the bakery market is graphically illustrated. The various undercurrents which make a changing market are intimately discussed. The probable direction of its future growth is indicated. More important: the book describes

BAKERS Weekly

THE BUSINESS MAGAZINE OF THE BAKING INDUSTRY

45 West 45 • New York

IN CHICAGO: 360 North Michigan Avenue

Marketing Facts

the Baking Industry

actual methods of companies that have been conspicuously successful in selling to bakers.

Pertinent questions answered

Among others, here are a few points which this new survey discusses:

What has been happening to home baking? What is the trend in housekeepers' activities, as it affects the purchase of ingredients, prepared foods, etc.? How is the baking industry affected by consolidations? What are the prospects of bakery

combinations for the immediate future?

What sections of the country offer the most profitable bakery market? (Maps show)

What do bakers buy—ingredients, equipment, supplies?

How much do they invest on these items? How do they purchase (through what agencies?)

What are the credit qualifications of the average baker?

THIS COUPON brings the book of facts free to executives of interested manufacturers and their advertising agencies. (To others, \$2.00 a copy.)

BAKERS WEEKLY (Dept. W.11), 45 W. 45, New York
Please send me your book "The Baking Industry."

Name _____

Position _____

Firm Name _____

Address _____

City _____ State _____

near-sighted school of advertising practice.

Skepticism and pessimism have their uses, even in advertising. The original skepticism of the average business man regarding the value of advertising to his business was something of a protection against the optimism and effervescence of the superficial advertising man. It saved him from innumerable advertising plans erected on quicksand and ill-advised appropriations that would soon have been swallowed up by that quicksand.

Now that the business man who is skeptical toward advertising's value is almost extinct, let us strive to confer complete extinction on the superficiality in ourselves. It can do twice the harm today that it could have done a few years ago.

Incidentally, every advertising agency should have in its organization one good, hard-boiled skeptic for every four optimists. This proportion is about right for getting new things done. It takes three optimists, working a little overtime, to evolve enough ideas for one full-time skeptic to knock down. The point of having the fourth optimist is to have some ideas left over which can be used.

Today's conditions demand a more careful examination than ever before of the product to be advertised. Discovery, invention, and shifting standards of taste, are bringing changes in products so rapidly, and the American public is so attuned to this progressiveness, that the most brilliant advertising can go down to defeat when it attempts to sell products with even a tinge of obsolescence. The manufacturer who has given his life to the upbuilding of a product which he knows is good, and which has been successful, is likely to battle it out too long with the competition and the changing tastes of the times. This is always expensive, and sometimes fatal. It will be more so in the future.

Advertising must be close to the currents of the times, and it cannot be if it represents a product which is not. One of the most important things to be remembered about copy of the future is not to ask it to conquer the world for

products that have not kept pace.

If the business world should ever again doubt advertising, it would not be because of skepticism of its potential power. It might be because advertising men knowingly permitted business to use that power for the wrong product or on the wrong plan. Or it might be because we failed to develop in ourselves a progressive knowledge and mastery of the instrument we have taught business to use.

Not long ago, in Detroit, Charles F. Kettering, vice-president of General Motors, addressing the advertising convention, paid his respects to what he called the "brain density" of advertising copy. He claimed that it was pretty thin and told why.

Of course a good many of us might reply to Mr. Kettering that if automobile advertising is thin and anemic, perhaps that is because it is the result of too much in-breeding. So far as the rest of the advertising world is concerned, Detroit has been for years as insular as an island in the Pacific. Most automobile advertising men were sired and dammed by the selling and advertising ends of the automobile industry and their ideas are now all cousins of one another.

Speaking more seriously, however, we can't unload Mr. Kettering's charge on the automobile industry. We all have to admit a share of the guilt. We might say, in extenuation, that we don't dare make all advertising of high brain density, or the public would never survive the mental strain, and then where would Mr. Kettering's market be?

But this excuse won't do either. We know that the intelligence content of most advertising space could be increased considerably with fatal results to none and benefit to all. The problem is how to accomplish it.

Mr. Kettering's suggestion for better copy is more research. Mine would be better writers. This does not mean that I do not believe most earnestly in the value of research, but I do not see how it can save the neck of the copy department. Let us not make the mis-

take of getting the functions of the various workers in advertising confused. This sometimes is the cause of our difficulties.

Research is and must be advertising's chief reliance in questions of product, market, sales policy and information for copy. If I may borrow a quotation from an article by Gerald Carson in the November *Scribner's Magazine*, research "creeps closer to the ground (than copy) to transcribe, collect, translate."

But, again to quote Mr. Carson, "The copy writer belongs in the company of the artists; he is an artist, concerned with conveying both esthetic and intellectual material." Armed with the findings of research and with a knowledge of "the range and character of human feeling and aspiration," his work is to give "an imaginative illusion of truth and reality" more powerful than his substance or his facts. On his ability to do this depends, in considerable part, the moving power of advertising.

There can be no formula for this. But suppose for a minute, for the sake of amusement, that we actually had a formula all neatly written down like a recipe. Let us give it an advertising name and call it "The Golden Key to Successful Copy." We would all go home and turn loose upon the public a flood of copy so universally irresistible that everyone would buy all our products—including those which are competitive—with such complete abandon and perfect impartiality that the entire citizenry would be broke in three weeks, and we would all be wondering why our copy had stopped pulling. Then advertising would have an economic problem on its hands instead of one of craftsmanship.

The minute our recipe for outstanding copy was applied, the copy would no longer be outstanding and we'd have to throw away the recipe.

Individuality being the essence of advertising, no copy style can be used for too many products and remain fully effective. Nor, in these days, can an advertising style be retained effectively by even one

product, as long as it could in earlier days. The public is keyed to change. If you and I don't give it something new the other fellow will.

In this art, whose essence is individuality, teaching craftsmanship by precept is all too likely to lead to misapplication and to imitation. So many advertising men are carried away by a method that is catchy or a form that is striking that they forget that form and function, style and substance must pull together.

Advertising has so much work to do in America, it has to carry so many messages to so many kinds of people that the future is going to require all the flexibility and variety of style that we have. It will serve no good purpose for us to get all worked up over any one style.

Since the best advertising is that most closely in tune with the interests, the desires, the emotions and the thoughts of the people it addresses, I am a believer in the preparation, wherever possible, of special copy for special groups. To some extent, this has been done for a long time, but I do not believe the most has yet been made of it. The need of special copy, close-fitting to the type of reader, is greater today, with magazines reaching farther down into the mass and with the development of excellent publications dealing with the hobbies and other special personal interests of people.

But to endorse procedure is also a dangerous generalization. Some products are so much the same in their relationship to all groups that the setting up of special styles would be merely a gesture of thoroughness and would have little real value. Even in the case of a product seeming to demand many-sided educational copy, occasionally a single idea of such universal appeal can be found that specialization, even in style of approach, becomes a mistake.

Every day in advertising there are new complexities to compel those of us who create copy to burn the midnight oil. And the first requisite in the solution of them is a zeal for good copy.

L I S T E N

—on this important

LEADERS in many fields of industry and trade will meet with the editors and publishers of the Associated Business Papers, Inc., November 15 and 16 at the Roosevelt Hotel, New York, to discuss trends in business and cooperative trade development.

If you cannot drop in for these sessions, as we cordially invite you to, you can—by tuning in your radio—hear Mr. William Butterworth, President of the Chamber of Com-

Where &

Nov. 16th

9:30 P. M. Eastern Standard Time
8:30 P. M. Central Standard Time
7:30 P. M. Mountain Standard Time
6:30 P. M. Pacific Standard Time

The Associated Bu

INCORP

52 Vanderbilt Ave. New



The A.B.P. is a non-profit organization whose members have pledged themselves to a working code of practice in which the interests of the men of American industry, trade and

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IN!

business conference:

merce of the U. S., speak on "Business Cooperation as a Public Asset." The National Broadcasting Company, recognizing the importance of the conference to business, will broadcast this key address over the stations named below.

The editors of this publication, which is a member of The Associated Business Papers, Inc., believe that you will want to be sure to hear at least Mr. Butterworth's contribution to this important conference.

When . . .

WEAF New York	WLIT Philadelphia
WGN Chicago	KSD St. Louis
WGR Buffalo	WGY Schenectady
WCAE Pittsburgh	WOC Davenport
WRC Washington	WOW Omaha
WTAG Worcester	WJAR Providence
WCCO Minneapolis	

(Subject to change. See Station programs in local newspapers November 16th)

Business Papers

CORPORATED

Ave. New York, N. Y.

professions are placed first—a code demanding unbiased editorial pages, classified and verified paid subscribers, and honest advertising of dependable products.



A Dealer Lists Reasons Why He Prefers Advertised Lines

Manufacturers May Profit by Coaching Salesmen on These Points—
Argument Against Private Brands Is Conclusive

By O. H. Greene

President, Wilson & Greene Lumber Co., Syracuse, N. Y.

WHEN building-material dealers handle nationally advertised products they have what the public wants. If there does not always exist active demand for nationally advertised products there is, nevertheless, a very general acceptance. The public has come to believe in these products. They want them, they buy them on faith, and they come back for more.

In the last few years bulk goods and private brands have waged losing battles against those nationally advertised. First, because the public prefers the latter, and, secondly, because so many retailers have learned that they can build profitable business by selling what the public wants.

It is only natural for people to prefer to do business with people they know—the stranger without credentials or recognition has a hard time getting business in competition with the man favorably known and people like to buy the goods they know something about. No one likes to buy "a pig in a poke" any more.

National advertising has built up in the public mind much confidence in branded products. That feeling of confidence has been sustained and is growing stronger every day because generally speaking, manufacturers have lived up to the claims made in their advertising and have given the public its money's worth. Today the public knows that a manufacturer cannot afford to spend a lot of money advertising inferior merchandise; in fact, religiously maintained quality and continued improvements in nationally advertised products have come to be part of the public con-

sciousness toward such products. The constantly expanding demand for Campbell soups, Maxwell House coffee, Crisco, Del Monte products, Quaker Oats and many others has brought home to so strong a retail organization as the Atlantic & Pacific Tea Company the wisdom of tying up to nationally advertised brands. You have probably seen the Atlantic & Pacific color pages featuring nationally advertised brands. The Atlantic & Pacific Tea Company is spending a lot of its own money to push these brands because it has learned, by experience and after thorough investigation, that nationally advertised brands bring in new and desirable customers who insist on having the brands they want.

ADVERTISING PREPARES THE WAY

Moreover, selling the people what they want is easier and faster. National advertising has prepared the way. National advertising is merely local advertising appearing simultaneously throughout the United States, reaching your customers right in your own territory. It educates the kind of people you want to do business with and points out to them the merits of products like Sheetrock, Celotex, Creo-Dipt and many others, and seeks out those people who want new homes, who are considering remodeling their present home or planning to erect new buildings of every description. Construction needs the product and the copy says, "You can get these materials at your dealer's." If you carry what the public wants, you will have satisfied customers.

The experience of one dealer with Red Top fence posts is typical of what can be done by utilizing the selling work done by a manufacturer through his advertising. Not content with the sale of

Portion of an address delivered at the recent annual sales convention of the Curtis Companies, Inc., at Clinton, Iowa.

some fifteen hundred posts per year and believing that the manufacturer's advertising could be cashed in on by a little pushing of these fences, this up-and-going dealer raised sales from 1,500 to 80,000 posts in a year. The advertising had done its job, and consumers were almost waiting to be sold. Although it was pretty hard to believe such a thing possible until the effort was made, the results certainly justified the faith that this company had and the energy expended.

The advertising of motor cars today presents a situation which may develop in the building-material field. If it could be developed to the degree of success obtained in the motor field it would be a great thing for the building-material field. Today the motor car on the street is a collection of advertised parts—Delco ignition, Timken or Hyatt bearings, Bendix drives, Fisher bodies, Ca-Vel or Velmo upholstery, Lovejoy shock absorbers, and many others. Motor-car salesmen point out these features in the cars they have to sell because their prospects know and appreciate the value of these features and they buy the cars more readily. Well-known names have great salability and salesmen have learned to use them to clinch sales.

BUILDINGS ARE MADE FROM ADVERTISED PRODUCTS

The same salability in houses and buildings is possible in your own field. Buildings are already becoming a collection of nationally advertised products—from Atlas or Portland cement in the foundation to Creco-Dipt or Johns-Manville shingles on the roof. Even today buildings are equipped with Crane, Standard or Kohler plumbing, Alpha brass pipe, Celotex, Upson, Beaver Board or Sheetrock, Curtis woodwork, American radiators, Hoffman valves, and Armstrong cork linoleum. Each and every one of these products are familiar to the public. They represent quality. They speak for themselves. They make buildings more salable. Speculative builders have recognized it. Even today some of

them, like the automobile dealers, are selling in the form of houses, combinations of well-known building-material parts.

What the dealer should ask himself when he is considering what to buy and therefore what to sell is, "Is it readily salable?" Building-material dealers are in business to exchange merchandise for money. The dealer is neither an architect nor a contractor. He does not have to bother about designing the building for the owner. If he has for sale the combined parts of a building which have acceptance with the consumer, he will have performed his function. The salability of his article should be his main consideration. If it has merit and is backed up by national advertising, it is salable. Chances are that it is readily salable because the public is familiar with it, the public will buy it more quickly than it will unknown material. A lumber dealer in the Northwest sums it up when he says he gives preference to advertised lines whenever possible, because he secures enough additional volume from the sale of well-known merchandise to assure him net profits far beyond the return possible from unknown merchandise and because better results are possible, as the selling is already largely done in advance by the national advertiser; and because by tying up with and pushing this kind of merchandise the dealer gets a huge advantage from competitors who have to do all the selling themselves.

More and more, however, progressive dealers are seeing the wisdom of putting their shoulder to the wheel and doing their part to help national advertisers push over the big ideas which have meant profit to them in the last few years and which will continue to make money for them if they will do their part. In this era of intense competition for the consumer's dollar, the automobile struggles with the home, silver-plated ware with hosiery, and a trip to Europe with a new house. For this reason building-material manufacturers are spending millions of dollars per year to assure dealers of their share of the consumer's dollar. When

COMMON INDUSTRIAL MARKETING

"WHY ADVERTISE?"
said the manufacturer

It was one of those well-established businesses, created by the father and taken up by the son. Together, their pride was to make an excellent product; for they were, at heart, good manufacturers.

The technique of modern merchandising did not concern them. Why should it? Month after month, two salesmen disposed of their output.

Once or twice they talked about enlarging the plant; about getting business that was going to their competitor; about advertising, possibly. But they decided, in the end, to stick to present markets, and to be content with present profits. "Why advertise," they asked, "when we are doing very well right now?"

Gradually, so gradually that at first they did not notice it, times changed. These could not be called "bad times," for orders were to be had. They were, rather, "normal times," when orders must be fought for.

Business with them fell off, alarmingly. Why, they couldn't tell. They wondered about their competitor. How was he doing? They found that his product was still popular. Consumers were still asking for it. Dealers were glad to keep it in stock. His volume of business was increasing steadily.

The difference? Just this. The competitor is an advertiser—at first a small one and then a larger one as his business grew. He advertises in good years, even though at times his factory is behind production. He advertises in less favorable times, because he looks upon advertising as an investment rather than an extravagance. It is, he realizes, less expensive to keep his market than to regain it.

Advertising is the stabilizer of his business. It makes possible his continued success, even during years when the industry as a whole falls below normal. It is not only a weapon against sales resistance—it is insurance against business adversity!

N. W. AYER & SON
 ADVERTISING HEADQUARTERS PHILADELPHIA
 NEW YORK BOSTON CHICAGO SAN FRANCISCO

*Reprinted from Sept. 1918 issue
 of Literary Digest*

McGRAW-HILL

New York

Chicago

Cleveland

St. Louis

AND ADVERTISING PROBLEMS

No. 38 of a series of advertisements conceived to help the advertising profession make more effective use of Industrial Advertising.

A remedy as well as a preventive

We are glad to back up the straight thinking in the N. W. Ayer advertisement on the opposite page with some of the real cases that have come to our attention.

Last year McGraw-Hill published in leading newspapers and business journals the story of a company that was on the verge of liquidating its real property to avoid insolvency. It came back after getting a new viewpoint on advertising. Today it is one of the largest industrial advertisers—a much-discussed romance of industrial advancement.

In the October 25th issue of *Printers' Ink*, a McGraw-Hill advertisement gave the case of a non-advertiser who was snatched from the brink of failure by publication advertising. Similar examples, with varying situations, were published by McGraw-Hill in *Printers' Ink*, Sept. 1, Oct. 13, Nov. 24, 1927; Feb. 2, June 21, Sept. 27, 1928.

If any executives of your company have the "Why Advertise?" complex, they may get a new viewpoint by reading these advertisements and studying INDUSTRIAL MARKETING AT WORK, which we will gladly send on request.

PUBLICATIONS

Philadelphia

San Francisco

London



Talk Turkey To Jerseyites...

Tell your sales message in the Homes of 137,602 families in Newark and Northern New Jersey . . . to people who look upon the NEWARK EVENING NEWS as the embodiment of Truth and Reliability in the printed word. No other medium covers this section of the Metropolitan District so thoroughly and so intimately.



EUGENE W. FARRELL

Business and Advertising Manager
Home Office, 215-221 Market Street,
Newark, New Jersey

O'MARA & ORMSBEE, Inc.

General Advertising Representatives
New York, Detroit, Chicago,
San Francisco

national advertising functions, big forces are at work designed to help the manufacturer. In the last ten years structural advertising in thirty-two leading national publications has exceeded \$46,000,000, whereas ten years ago national advertising of building materials amounted to about \$1,000,000 a year. Now more than \$6,000,000 is being spent to move the dealer's merchandise.

After all, a national advertiser has to put merit into his goods and he has no assurance that after doing this and the sinking of thousands of dollars into a promotional campaign he will get an adequate return on his investment. He builds honestly and sells on faith. He cannot make any money until the dealer has moved the merchandise off his shelf and has rung up the cash register. He needs the dealer's help. On the other hand the dealer has some obligation to the manufacturer, because the efforts of any one dealer must necessarily weaken compared to the terrific power of national advertising. How could dealers, by themselves, have popularized the increased use of oranges as quickly and surely as the big national citrus campaign accomplished it? How far would the automobile have gotten if the sale had been left completely to the promotion activity of the dealers? How far beyond the standards of European countries in the matter of plumbing equipment would this country be if the idea were left solely to the initiative and progressiveness of the plumbers of this country? It is too much to expect individuals to do what requires big organization, powerful propaganda and a great deal of money.

The merchandising of building materials is in principle the same as merchandising automobiles, electric appliances, toilet articles and many other lines. Very few dealers in these lines can be persuaded to handle unadvertised brands. Although the discounts of the latter are frequently bigger, net profit is less because of the greater effort required to move the goods. Salesmen today have to deal with the ultimate consumer, demanding ad-

vertised goods. Most of them feel a great disadvantage in competition with products which are at least known to the public. Competition in many fields has advanced far beyond the stage of selling advertised vs. non-advertised merchandise. Competition is now pretty much between advertised brands themselves, with the result that business in many lines today is split up between the best known and most aggressive companies.

Big national advertisers are equipped to give the dealer all the local helps that he will use. This material costs money and in the past much of it has been wasted because it was never utilized by dealers. All the manufacturer asks of the dealer is to make use of these valuable helps.

UNKNOWN BRANDS PUT A DEALER ON THE DEFENSIVE

Nationally advertised brands fit right into a dealer's own promotional campaign. When the dealer hooks up with unknown merchandise he is on the defensive. He has to explain—he has to do all the selling himself. Not so with a national brand. With it he can enhance his own prestige. He can swim with the tide and get there lots faster. If a building-material dealer will ally himself with such companies as Upson, Creo-Dipt, Beaver Board, Gypsum, Weyerhaeuser, Johns-Manville, Cromar, Curtis woodwork and other big national advertisers he will find all of them ready and willing to help him in the various ways described above; and the co-operation of manufacturer and dealer will assure to the building-material field the greatest possible benefits from the millions of dollars being spent for this purpose.

The Beaver Board Company, among others, has a very extensive line of dealer helps. If the dealer is interested in putting on a building show the Beaver company is ready to supply him with facts and figures concerning the effectiveness of this kind of promotion, the experience of the dealers, and photographs of exhibits. If the dealer wants booklets and leaflets to be sent out as enclosures,

If you write advertisements or O. K. them, or spend money for them—you will do your job more PROFITABLY with

THE CONSUMER Looks At ADVERTISING

By PAUL T. CHERINGTON

Research Director, J. Walter Thompson Company

With an Introduction by

STANLEY RESOR

President, J. Walter Thompson Company

Is advertising wasteful? Do the advertisers and agencies know what they are about? What is advertising for? Here is a forceful discussion of the foundation of advertising, the attacks upon it, the way they can be met.

Dr. Cherington discusses the fundamental center of advertising interest—the consumer, in a way which explains the kind of appeal that interests him, the factors besides advertising that influence him, and how they can be measured and met. Provocative discussions of the way advertising can benefit law, medicine, banking, the church.

The author, research director of a great agency, has had a unique opportunity to study these problems. His book will give

you a new slant, fresh vision on the right practical attack in interesting consumers in what, where, when and how to buy; and will show you how to answer, as never before, the criticism that sees only waste in advertising expenditure.

PRICE,
\$2.50.



For FREE Examination
Use this coupon NOW!

P. I. 11-9

ON APPROVAL ORDER FORM

HARPER & BROTHERS,

49 East 33rd Street, New York, N. Y.

Please send me*postpaid for five days' FREE EXAMINATION one copy of THE CONSUMER LOOKS AT ADVERTISING, \$2.50.

☐ I agree to remit \$2.50 within five days of receipt of the book or to return it.

☐ I enclose check \$2.50. ☐ Send C. O. D.

Name.....

Address.....

Business Connection.....
(PLEASE FILL IN)

A PAPER

WHEN you are effectively reaching both the production and the administrative executives, you are doing the kind of complete job which is obviously necessary for results.

And that is exactly the kind of job advertisers are doing in the textile industry through *Textile World*—more than 800 of them.

Study the editorial character of *Textile World*. Note the essential service for administrative executives in such departments as *The Textile Outlook*, edited by Dr. Lewis H. Haney; the *Cotton and Wool Index Numbers*, an exclusive *Textile World* index of business trend; the *Yarn Departments*, and many other similar features.

Then note the technical articles for the production type of executive. This department, under the editorship of Clarence Hutton, has inspired scientific research and stimulated



reaching both types — *administrators and operating heads*

technical development throughout the industry on a scale never before attained. The editors receive and answer over 5000 questions a year from textile production men representing every sector of the industry. What better evidence of confidence in a paper's technical leadership!

If you don't know the textile industry as a potential market for your products, send for a copy of "How to Sell to Textile Mills."

Textile World



Largest net paid circulation in the textile field



BRAGDON, LORD & NAGLE
Division of McGraw-Hill Publishing Co.
334 FOURTH AVE., NEW YORK

he has a choice of several examples designed for just this purpose, from which he can make his selection. By mailing these to his customers he reminds them that he is a Beaver Board dealer, he shares in the prestige which that company has built up by quality merchandise and national advertising: If he wants to send out sales letters, he can secure suggestions in detail showing what direct mail can do for him, where sales can be increased, what others have done along this line, how good mailing lists can be secured and kept up to date, as well as sample sales letters. For those dealers who use local newspaper advertising to build up business, a newspaper electro service with sample advertisements is available and the dealer has his choice in selecting copy which features the nationally advertised product or which makes it merely an incidental part of the dealer's advertisement.

Even department stores, heretofore active sources of real resistance to the progress of nationally advertised merchandise, have sensed the importance not only of handling the nationally advertised brands that their customers want but in the last year department stores have bought millions of lines of advertising to feature nationally advertised merchandise, whereas a few years ago such a thing was almost unheard of.

A dealer who will co-operate with a national advertiser, who will gear up his business to co-operative exploitation of the big idea, will, as he always has, make money. Year after year national advertising develops business by creating new desires for new products and wider uses for established products.

It is generally recognized that national advertising put over the big idea of the motor car. Without the terrific power of national advertising, it is very doubtful if the automobile could have come into such general use as quickly as it has in the United States. The combined advertising of all the manufacturers fired the popular imagination and practically made the automobile a family necessity. Almost overnight advertising

helped to push the radio into popular favor and it certainly did drive over the idea of quality. So also can the combined advertising, running into millions of dollars per year, fan the flame of desire for new homes and new buildings, and in the sale of these materials the dealer will profit as did the dealers who co-operated with the automobile and radio manufacturers.

Appoint Ludgin & Salinger

The U. S. Slicing Machine Company, La Porte, Ind., has appointed Ludgin & Salinger, Inc., Chicago advertising agency, to direct its advertising account. This agency has also been appointed to direct the advertising of Mullins metal boats, manufactured by the Mullins Manufacturing Corporation, Salem, Ohio. This appointment is in addition to the radiator enclosure division advertising which Ludgin & Salinger direct for the Mullins corporation.

New Account to Mac Martin Agency

The Minneapolis Steel and Machinery Company, Minneapolis, maker of Twin City tractors and threshers, has appointed the Mac Martin Advertising Agency, of that city, to direct its advertising account. This appointment is effective January 1, 1929. Farm papers and trade papers will be used.

Beech-Nut Starts Canadian Newspaper Campaign

The Beech-Nut Company of Canada, Toronto, has started a newspaper advertising campaign throughout Canada. The campaign is being directed by the Toronto office of the Advertising Service Company, Ltd.

H. R. Stevenson with Bureau of Engraving

Hugh R. Stevenson, formerly vice-president of Craddick Service, Inc., Minneapolis, financial advertising, has resigned to join the staff of the Bureau of Engraving, Minneapolis.

Appoints Geo. B. David Company

The Valdosta, Ga., *Times* has appointed the Geo. B. David Company, publishers' representative, as its national advertising representative.

Starts Own Advertising Business at Milwaukee

Otto Grigg, formerly advertising manager of the Nunn-Bush & Weldon Shoe Company, Milwaukee, Wis., has started his own advertising business at that city.

Trying to reach SCHOOL CHILDREN?



Somerset School, North Plainfield, New Jersey

Peabody School Book Covers

*take your story right into the classroom
where ordinary advertising doesn't go ~*

FOR years, advertisers have been using all sorts of methods to get their products before school children—some cumbersome, some objectionable—but none with the high quality and sure-fire punch of Peabody School Book Covers.

Here's a medium that gets your story right into the classroom—keeps it constantly before the young mind—even carries it into the home—and stays on the job for the entire school year.

The only covers which possess the absolute essential of successful school book cover circulation: They have the whole-hearted support of educators because they are endorsed and distributed by a great educational institution, George Peabody College for Teachers, Nashville, Tenn.

Every advertiser, association, or agency now working on plans to reach children should consider Peabody Covers. If you make your selection of circulation *at once*, you can get it in practically any place in the country you desire.

Rate increase effective Jan. 1, 1929. Orders received before that date accepted at present rates

EDUCATIONAL ADVERTISING COMPANY

George D. Bryson

55 West 42nd Street,



New York City

PUBLISHERS' REPRESENTATIVES Specializing in the Juvenile Field

Answering A Com

Does Hardware Age *alone*
the hardware trade, or must a

An analysis of the practise of advertisers during 1927 shows—



420

Manufacturers advertised in Hardware Age and *did not* use the second ranking hardware paper. They used 1869 pages.



ONLY 105

Manufacturers advertised in the second ranking hardware paper and *did not* use Hardware Age. They used a total of 283 pages.

Year after year **HARDWARE AGE** is used by twice as many Manufacturers as advertise in any other hardware paper. Each year it carries more advertising pages than all other national hardware papers combined.

Advertisers recognize there is no substitute for "Reader Interest" expressed by cash paid circulation. The subscription price of Hardware Age is \$3.00 per year (A. B. C.)

HARDWARE AGE

Charter Member A.B.C.

239 West 39th St. New York City

Common Question—

effectively reach and influence
second publication be used?

505

Manufacturers advertised in Hardware Age and *did not* use the third ranking hardware paper. They used a total of 2589 pages.

ONLY 83

Manufacturers advertised in the third ranking hardware paper and *did not* use Hardware Age. They used a total of 279 pages.

506

Manufacturers advertised in Hardware Age and *did not* use the fourth ranking hardware paper. They used 2662 pages.

ONLY 77

Manufacturers advertised in the fourth ranking hardware paper and *did not* use Hardware Age. They used a total of 171 pages.

GE HARDWARE AGE

Charter Member A.B.P., Inc.

239 West 39th St. New York City



- Sections to be described in subsequent issues
 The SOUTHEAST SECTION
 Section described in previous issue

*the
market*

Maryland, West Virginia, Kentucky, Virginia, Tennessee, No. Carolina, Mississippi, Alabama, Georgia, So. Carolina, Florida and Louisiana—with over 26 Million people—buy annually more than 1½ Billion Dollars worth of Department Store Merchandise.

**In the sample State of GEORGIA
with a population of 3,138,962**

*town
coverage*

DRY GOODS ECONOMIST reaches 70% of all towns and cities of 5,000 population and up. And of the cities with 25,000 population and over, DRY GOODS ECONOMIST again reaches 100%.

*store
coverage*

DRY GOODS ECONOMIST covers 88% of all CLASS I STORES.*

*Department and dry goods stores rated \$125,000 and up.

DRY GOODS ECONOMIST deserves First Consideration as the medium for any selling message to department and dry goods stores. The above facts regarding coverage in the Southeast Section are just as representative in the other sections of the country.

DRY GOODS ECONOMIST

239 West 39th St.

New York City

Offices in principal cities

Why Is Juvenile Book Advertising a Step-Child?

The Market Is Large, the Product Has Wide Acceptance, But It Must Always Be Bought Rather Than Sold

By Velma T. Simkins

FOR years I have been stumbling over that poor step-child—juvenile book advertising. And through all those years it seems to have been beaten from pillar to post, receiving as little thought for its welfare as the proud and haughty sisters ever gave to Cinderella. Is there no prince to raise this little outcast to her proper estate?

I wrote four up-to-date books for girls. Did they sell? My last royalty check on the four books for six months was \$8.13. Obviously they did not sell. But were they ever advertised? Was anything ever done to promote their sale? Oh, no! Juvenile books are never advertised. "Why?" I asked. "Because it does not pay." But is that really a fact? Has anyone ever tried to make it pay?

One day I had what seemed like a good idea to promote the sale of juvenile books. "Here are all the publishers who would like to promote their books and cannot afford to," I told myself. "And there are all the writers who would like to write juveniles but cannot afford to put out a product that is never advertised. Still further along the line are all the parents who wish to buy intelligently for their children but who have no way of knowing what's what in the juvenile book world. Something surely can be done."

I asked a number of suburban club women if they would be interested in a speaker on the subject of good books for boys and girls. Well, *would they!* *When* could I come?

I went to New York and approached five of the leading publishers, offering to take care of ten new juveniles from each house and to give talks about them to women's clubs, Parent and Teacher Associations and so on. This was

in September, the proper time to catch the fall trade. I had plans for the months to follow as well.

The idea caught their attention and they all asked me to see how many actual engagements I could make. In a week I was back with a list of engagements that proved this part of the work would be the least of my troubles. I had my expense budget all worked out, too.

But on this visit I found my publishers timorous. "What can you promise us?" "How can you assure us. . .?" "We are afraid. . . ." Finally they all turned me down. "We cannot afford to take a chance." "It would make too great a hole in our budget," they said. And how much do you suppose each publisher's share would have been in this venture? Just \$50 a month! Fifty dollars a month for eight months, which was the period of try-out suggested. No, juvenile books are never advertised.

I sometimes wonder if juvenile book publishers have ever counted up the number of children in this country—1920 census figures give a rough estimate of 15,000,000 children in the United States ten to seventeen years old—and then considered what might be the result if they got behind their books and pushed them hard! If these 15,000,000 of children and particularly their parents were given a full appreciation of the world of juvenile books, what would be the result?

Does an adult ever forget a name he learned as a child? Is there a man who, when he goes to buy a book for his son, does not immediately recall a favorite of his boyhood and nine times out of ten try to buy that book instead of one of recent publication? Why does not an advertiser try to cash in on this well-known trait?

Get golf club business with *the only* **Business Journal of Golf**

GOLFDOM is sent free each month to *every* U. S. golf club president, house manager, greenkeeper, chairman and professional.

DIRECT returns from its advertising are great because of its strong editorial interest as the *only* thorough and practical guide to clubhouse and course construction, operation and maintenance, and pro shop merchandising.

To get business from the livest and biggest sport in the country today put GOLFDOM on your 1929 list.

Ask any GOLFDOM advertiser, or any of the five above listed officials at your own golf club, how GOLFDOM stands in its field.

Golfdom

The Business Journal of Golf
236 N. Clark St., Chicago

Eastern:

ALBERT GAYLOR
20 Vesey St.
New York City

Western:

DWIGHT H. EARLY
5 N. LaSalle St.
Chicago

Pacific Coast:

HALLETT COLE
1459 N. Catalina Ave., Pasadena, Calif.

Loyalty to favorites is a good foundation on which to build.

I am not overlooking some of the brave souls who have ventured a bit into the juvenile field. I am wondering what they say about returns from advertising to the teen ages. Can they tell me why juvenile book advertising should remain a step-child when it opens the way to such a tremendous potential market?

Val Blatz Malt Tonic with Milwaukee Agency

The advertising account of Val Blatz Malt Tonic, manufactured by the Val Blatz Brewing Company, Milwaukee, is being handled by Klau-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee advertising agency. The J. R. Hamilton Advertising Agency, Inc., Chicago, recently appointed, only will direct the advertising of Val Blatz Malt Syrup.

Made Production Manager of Buffalo Agency

Peter J. Detroy has been made production manager of the Landsheft Advertising Agency, Buffalo, N. Y. He formerly was engaged in advertising agency work in New York with the former J. X. Netter, Inc., and The Biow Company, Inc.

Eazeway Dessert Account to Ruthrauff & Ryan

The Mill Brothers Products Company, Cincinnati, has appointed the Chicago office of Ruthrauff & Ryan, Inc., advertising agency, to direct the advertising for Eazeway dessert.

L. P. Sale with "Wiring For Profit"

Lewis P. Sale, formerly Midwest representative of the *Electragist*, has been made Western manager of *Wiring For Profit*. His headquarters will be at Chicago.

Charles Williams Stores Ap- point Jacob Rubel

Jacob Rubel, for seven years mail-order manager of Gimbel Brothers, Philadelphia, has resigned to become general manager of The Charles Williams Stores, Inc., Brooklyn, N. Y.

Century Electrotpe Appoints Ankrum Agency

The Century Electrotpe Company, Chicago, has placed its advertising account with the Ankrum Advertising Agency, of that city. Trade publications are being used.



Announcement

HOTEL MANAGEMENT, the business magazine of the hotel industry (Monthly).

Present circulation 6,500 A.B.C.

After March 1, 1929—8,000 A.B.C.

RESTAURANT MANAGEMENT, the business magazine of the restaurant industry (Monthly).

Present circulation 8,000 A.B.C.

After March 1, 1929—10,000 A.B.C.

HOTEL WORLD, the oldest weekly news hotel publication.

Present circulation 2,500

After March 1, 1929—3,500

Write for the new advertising rates on the above publications. Contracts up to a year in advance will be accepted at the old rates if mailed not later than February 10th, 1929—an opportunity to secure considerably greater circulation at extremely low rates.



AHRENS PUBLISHING CO., INC.

Member of ABP, ABC, NPA

NEW YORK

CHICAGO

40 E. 49th St. 624 S. Michigan Ave.



\$1.25
per
Thousand

LITHOGRAPHED LETTERHEADS

BLACK INK
on 20 lb.
White Stock

Finer Bond Papers at slight additional Cost. Prices and samples gladly sent on request.

**Our Central Location Saves
You Shipping Time and
Expense**

	Per Thousand
50,000 or over.....	\$1.25
25,000.....	1.50
12,500.....	1.75
6,250 (Minimum Quantity)...	2.25
(F. O. B. St. Louis)	

Engravings at Cost

Exceptionally Low Prices on Invoices, Statements, Envelopes, etc., to match letterheads.

St. Louis Lithographing Co.
312-14 N. 3rd St., St. Louis, U. S. A.

simple

To be simple is not as simple as it sounds. The art of knowing *what to leave out* comes with the years. We serve advertisers & also their agencies.



CURRIER & HARFORD · LTD

Selective Advertising

460 W 34th St • New York • Longacre 7856

Death of James W. Fisk

James W. Fisk, president of the Milwaukee Advertising Club and merchandising counselor of Edward Schuster and Company, of that city, died recently in his fifty-first year. In 1925 he resigned from the Schuster organization to become merchandising counselor of the Milwaukee Journal. A year later he went to Cincinnati where he was in the advertising department of the Cincinnati Post. Shortly afterward he returned to Milwaukee, joining the Schuster company again.

Mr. Fisk was the author of "Retail Selling" and articles on merchandising and selling. At one time he was manager of the retail service department of the Associated Advertising Clubs of the World, now the International Advertising Association. He was elected president of the Milwaukee club last June and, previously, had been chairman of the retail department of the club.

August J. Fertig Starts Own Representative Business

August J. Fertig, formerly general manager of the *Westliche Post*, St. Louis, has started a publishers' representative business at that city. He will represent the following publications: Cincinnati *Freie Presse*; Cleveland, *Waechter & Anzeiger*, Omaha, *Tribune*, Kansas City, Mo., *Press*, Lincoln, Nebr., *Weltpost*, Louisville *Anzeiger*, and the Cleveland *Soabadsag*.

Ray Arnold with Cudahy Brothers Company

Ray Arnold, formerly with Critchfield & Company, Chicago advertising agency, and, later, advertising manager of the Milwaukee Journal, has joined the Cudahy Brothers Company, Cudahy, Wis., as advertising director.

Glenn Pierce, Art Director, Cleveland & Shaw

Glenn Pierce has joined Cleveland & Shaw, Inc., New York advertising agency, as art director. He formerly was with Frank Seaman, Inc., and the Peck Advertising Agency, Inc., both of New York.

L. M. Fageley with Bigelow- Hartford

Lewis M. Fageley, formerly advertising manager of the Lightoller Company, New York, has joined the sales promotion department of the Bigelow-Hartford Carpet Company, New York.

New Account to Freeze-Vogel- Crawford Agency

The Cudahy Brothers Company, Cudahy, Wis., has appointed Freeze-Vogel-Crawford, Inc., Milwaukee advertising agency, to direct its advertising account.



The way to interest people in you is to be interested in them. This applies to your advertising as well as to your personal contacts. Our endeavor is to prepare advertisements that talk first to people about problems which concern them. And next to show how our client's merchandise aids in solving these problems.

THE MANTERNACH COMPANY
Advertising

The Manternach Building · 55 Allyn Street
HARTFORD, CONNECTICUT

AGENCIA FERROCARRIL
LIMA, PERU

This agency is opened to give advertisers a service heretofore unobtainable. You can now have full confidence that your foreign appropriations will be fully expended in publicity at Peruvian tariff prices. We will place copy in any Lima newspapers or magazines. Our commission is 20% allowed us by the Press. We can also recommend to clients any local media of advertising which we deem desirable.

Operated by Central Railway of Peru
Casilla 301 **LIMA**



A. J. SAMUELSON, *Manager of*
 The Acorn Press, Omaha, Nebraska
says: Rated \$500,000 + High...

“THE INLAND PRINTER is my most valuable friend, and, year after year, up to the present time, I have absorbed its wealth of ideas.

A great part of any success I may have attained during my pleasant experience in the printing business I owe to ideas gleaned from THE INLAND PRINTER over these thirty short years.

To my mind every printer should read and ponder over the pages of this valuable publication, as it always has, and *increasingly so today*, a wonderful source of knowledge to any one who has the desire to learn.”

With competition so keen, profitable production is a problem today in the printing industry. Printers, with future profits in mind, are using automatic machinery and equipping themselves with modern plants.

Here is a market for the following equipment: lighting, flooring, heating, ventilating, temperature control, inter-department communication, conveying, etc., and also trucks for delivery. They instinctively turn to THE INLAND PRINTER (as Mr. Samuelson does) for the answer to the where-to-buy-it problem. The market is here. Will you sell it?

THE INLAND PRINTER

Member A. B. P. and A. B. C.

632 Sherman Street, Chicago, Illinois

New York Office: One E. 42d Street

A Promotion Department by Any Other Name—

ATWATER KENT MANUFACTURING
COMPANY

PHILADELPHIA, PA.

Editor of PRINTERS' INK:

For several years we have been successfully operating a division of our sales department known as the merchandising and sales promotion department.

This department's work has largely functioned in field work. They have arranged many special display campaigns, they have made special tie-up arrangements possible in various centers, they have originated special localized advertising. Definite display co-operation has been a part of their work in many parts of the country.

We come to you now for your help and suggestion. We are desirous of naming another activity of our work which is sales promotional in character but which we do not wish to call just that.

The purpose of this separate division is to carry to every distributor and dealer on our books the message of using the many mediums of advertising available to them. It is proposed to point out to merchandise outlets that it pays to advertise and that it pays to buy advertising material, space and ideas.

This separate division, through the assistance of the sales, the merchandising and sales promotion and the distributors' sales force in the field, has already floated a half-million-name direct-mail campaign. This campaign, which carries with it considerably more than just the direct-mail appeal, will not only serve to carry over 3,000,000 messages from the dealer to his prospects, but will stimulate the dealer to maintain a steady prospect list and to call upon these people to solicit their business.

The keynote of this division will be the demonstration of better salesmanship. This we consider to be the demonstration of "How to Sell More Atwater Kent Radios Profitably."

Your recent articles on the work of sales promotion departments in general have been very interesting. Thank you for this service.

J. F. McCoy.

A RECENT survey of advertising and sales promotional work showed that a number of companies have departments whose duties more or less parallel those of the department outlined by Mr. McCoy. As is to be expected, these receive various names, such as "dealer service department," "sales development department," "promotion service department," "merchandising service department," and the like.

When we make a survey for you we assemble the facts about your business, your market and your competition. We examine these facts from the standpoint of your problems and our long experience in analyzing similar problems.

The result is a report containing salient facts, homogeneous conclusions and practical recommendations.

**R. O. EASTMAN
Incorporated**

7016 Euclid Avenue . . . Cleveland
113 West 42nd Street . . . New York

POCKET



SIZE

AND READ
BY MORE
HARDWARE
MEN THAN
ANY OTHER
MAGAZINE

GOOD HARDWARE

79 MADISON AVE., N.Y.C.

The Atlanta Journal

Atlanta, Ga.

A. B. C. Paid Circulation

Sept. 30th	Daily	Sunday
1925	68,490	110,372
1926	72,604	122,791
1927	75,280	131,188
1928	79,341	135,180

Daily, 5¢; Sunday, 10¢; yearly, \$9.50 — no lower to anyone.

*Advertising in The
Journal Sells the Goods*

Kramer-logues

there's a big
difference be-
tween *adapt-*
ing an idea
and *adopting*
one. ~ ~

Kramer Associates, Inc.
DIRECT ADVERTISING
Graybar Building
New York City
Lexington 7165

The main point, however, is that whether the particular service offered is given by a sales development department or a technical research bureau, the name is of secondary importance. Where functions are complicated no simple name will include or even give a clear idea of all the services offered by a single department. When one considers the functions of the average advertising department he realizes how many things besides advertising are performed in the office of the advertising manager.

So long as the dealers and distributors have a clear picture of what the company is doing for them and see how the service is going to be of vast benefit to them it doesn't much matter whether the department parades under the banner of "sales service" or "XYZ."—
[Ed. PRINTERS' INK.]

G. O. MacConachie Starts Own Business

G. O. MacConachie, for the last two years vice-president in charge of new business of the Brieger Press, New York, has started his own advertising service at New York. He was at one time advertising manager of the Dunlop Tire and Rubber Company, Buffalo, N. Y.

Courtney Johnson to Direct Hudson Motor Sales

Courtney Johnson has been appointed general sales manager of the Hudson Motor Car Company, Detroit, succeeding R. T. Romine, resigned. Mr. Johnson has been with the Hudson organization in a sales executive capacity for five years.

Clardy Hatchery Account to Frank B. White

P. F. Clardy, proprietor of the Clardy Hatchery, Ethel, Mo., has appointed the Frank B. White Company, Chicago, agricultural advertising agency, to direct his advertising account. Farm and poultry papers and direct mail will be used.

United Cigar Stores Advance A. P. Berry

A. P. Berry, for six years manager of the Gillette department of the United Cigar Stores Company, New York, has, in addition, been appointed to promote the sale of pipes for the United company.

CHAIN STORE REVIEW

Fifty Cents

NOW—

more than 90% coverage

—of all the Chain Store executives and buyers in the United States, can be had for the first time in history.

The more than 30,000 circulation of CHAIN STORE REVIEW covers the market as well as is humanly possible, while the cost per thousand circulation is 50% to 80% less than that of any other publication attempting to reach the field.

The editorial content of CHAIN STORE REVIEW makes it the authority in the field.

For information write or phone—

Chain Store Review, Inc.

1732 Graybar Bldg., New York City

929 Straus Bldg., Chicago, Ill.

NEW ENGLAND REPRESENTATIVES:

Dorr & Corbett

Old South Bldg. Boston, Mass.



COPY

is what makes or breaks your advertising.

It can thrill the reader with interest and inspire action, or mumble with indifference and kill half-awakened desires.

What To Say To Make Ads Pay

This is either cleverly suggested, or forcefully outlined in a new book, "Texts and Topics for Advertisers," teeming with sales ideas. This book is a digest of the products of the brightest, keenest advertising brains of America, comprising over

Four Thousand

bright, brisk, brilliant advertising themes, selling talks and sales topics, skillfully grouped in 32 departments, so carefully assembled, classified and indexed that each thought or idea is at your finger-tips.

This \$5.00 book should be on the desk of every alert Merchant, Publisher, Advertising Manager, Copy Writer; in short, everyone who is interested in the creation of spirited and resultful advertising publicity.

Yours For The Asking

Full description, with sample pages will be mailed to all who ask for it. A copy of the book will be sent, postpaid, for 5 days' FREE Examination, to those who request it on their business stationery.

Address Texts & Topics

33-35 So. Wells St., Chicago, Ill.

Magazine or Trade Paper REPRESENTATION ON COMMISSION BASIS

Experience and established contact with agents and advertisers in Eastern territory. Successful record with leading publications. Christian, age 40, thorough knowledge of advertising and merchandising based on 15 years experience. Specialized training in building field. Address "D," Box 144, Printers' Ink.

J. M. Swaab Heads New York Advertising Legion Post

Jacques M. Swaab has been elected commander of Advertising Men's Post, No. 209, of the American Legion, New York, succeeding Kenneth E. Cooley. The following were elected vice-commanders: Stephen Brigham, Inland Daily Newspapers; Charles A. Nixon, Vogue Art Studios; Wallace W. Hill, Seymour-Hill, Inc.; Joseph A. McDonough, Life Publishing Company and Frank H. Amy, Seaman Paper Company.

William Wallace Frazier, Allen-Klapp Company, was elected adjutant; Frederick D. Brown, Black, Starr & Frost, finance officer, and Nicholas J. Brooks, Brandt Company, sergeant-at-arms. The Reverend Henry V. B. Darlington continues as chaplain and Paul Twyman, Michie Press Company, will be historian.

Walter Mann Leaves Association of National Advertisers

Walter Mann has resigned as director of research of the Association of National Advertisers. He will engage in business for himself, with headquarters at New York, conducting his own research and interpretative service. It will work in conjunction with the Arnold Research Service, St. Louis, but both businesses will be conducted independently. Mr. Mann was formerly with the Z. L. Potter Company, Syracuse, Butterick Publishing Company and, at one time, was vice-president of the Elliott Service Company and advertising manager of *House and Garden*.

E. T. Tomlinson, Jr., Heads Doremus Agency

E. T. Tomlinson, Jr., has been elected president of Doremus & Company, advertising agency, to succeed the late C. W. Barron, who organized the company over twenty-five years ago. William H. Long, Jr., has been elected vice-president. Mr. Tomlinson has been vice-president since 1919 when he first joined the Doremus company. Mr. Long also has been with the company since 1919.

F. E. Garlick Joins Frank Presbrey Agency

Frank E. Garlick, recently assistant general passenger manager in charge of advertising of the Cunard and Anchor Lines, New York, has joined the Frank Presbrey Company, advertising agency of that city. He will specialize in transportation advertising.

A. E. Fairchild Leaves Fairchild Publications

Arthur E. Fairchild has resigned from the Fairchild Publications, New York, publishers of *Women's Wear Daily* and other textile and apparel trade papers.

A Working Tool

Our sole aim in the editing of ARCHITECTURE is to furnish the architect with a working tool that approximates his T-square and triangles in their indispensability

We will blanket this field in 1929 and at no advance in advertising rates

Architecture

and America's Important Architectural Books

Published by
STURGEON



General Editor
The Sturges Group

507 1/2 Avenue
New York
Chicago
Los Angeles



ROCKWELL KENT

SEVENTH ANNUAL OF ADVERTISING ART

Ready in November. 370 illustrations, 46 in color. Bound in buckram. Price, \$7.50. ♦ N. Y. Times: "The Seventh Exhibition of Advertising Art can hardly fail to grip the interest of the visitor. One finds delightful freshness here, as regards both ideas and execution." ♦ Brooklyn Eagle: "It is the best from every point of view that concerns good advertising that has been shown since the Art Directors Club organized these Exhibitions for the purpose of assembling the year's best work." ♦ Send your order with remittance to The Book Service Company, 15 East 40th Street, New York. If you return the book in good condition within five days, your money will be refunded.



ORDER BLANK

The Book Service Company, 15 E. 40th St., New York
 Inclosed is check for \$....., for which send.....
 copies of Seventh Annual of Advertising Art to:

100 Checking Points for Salesmen

(Continued from page 8)

65.

The filling out of a daily or weekly report amounts to nothing unless the information leads to more sales in your territory.

66.

Things in business happen quickly and opportunity seldom repeats her knock at the door. The house should know accurately where quickly to reach the man who has changed his route.

67.

A sales quota is an office affair. Set your sales goal neither at the quota nor at last year's sales record, but at the market possibility.

68.

A territory is just an opportunity. To grow in it is to grasp more and more opportunities.

69.

To cover a territory is one thing, to wander through it another. As you wander, you may get an order once in a while, but you won't get nearly what is coming to your house.

70.

As a result of study and thought make a trip, a campaign—work out the possibilities of your effort and aim to get more out of it than the last time you covered the ground.

71.

Some salesmen who can tell you accurately the speed capabilities of most automobiles, can't tell you the sales possibilities of their territories. Their yardstick is the number of orders they got last trip or last year.

72.

To work exclusively with one's feet is more tiring, and less productive than combining the performance with the head. Too many calls made as a matter of routine are often as ineffective as too few.

73.

Reaching for the big, almost unattainable order may become a habit while the reasonably-sized substantial business is being overlooked.

74.

A "fat" territory, good earnings and not too much work usually mean untouched opportunities and "the surface not scratched"—a salesman drifting with the tide.

75.

What a competing salesman thinks of you is important. If he respects you, he may unconsciously do you a mighty good turn by expressing to the right person a feeling of respect for you.

76.

Thought is a tonic to the mind as fresh air is a vitalizer to the body. Some confuse worry with thought. The two have little constructive connection. Thought builds up mental energy, worry destroys it.

77.

Anybody can pass the buck. It takes a fair mind to take the blame when the blame is just.

78.

The alibi artist is he who blames everything but his success on the other fellow.

79.

Constructive criticism of what is another's responsibility may be all right if not given too frequently and if, in the main, your eye is on your own job you are not meddling with the task of the other fellow.

80.

The quickest way to go down hill is to accept the methods of yesterday as good enough for today.

81.

The need in business is for fine minds. Gross living, drinking or eating to excess make for a dulled intellect and half equipment the next day.

82.

The throwing off of indiscriminate ideas helter skelter, to give the impression of thoughtfulness, usually produces the opposite effect on the thoughtful.

83.

In any sales force, it seems inevitable that somebody must knock, somebody bear tales, somebody be a tunnel worker. But don't let it be you.

84.

Hand-to-mouth living means

Profit Making Food Product Sales Manager Available

I am a sales-manager of broad experience in food products having been in complete charge of sales organizations operating as many as three hundred salesmen with many branches and branch-plants doing a large volume of business. Have handled two sales reorganizations that resulted in large increases in both volume and profits.

Sales management to me means directing and developing by encouragement, example, assistance and proper records and control. A sales staff I direct, sells profitable merchandise. I believe in working close to the cost department because profits are just as important as volume.

Past employers say I have unusual initiative and keen merchandising ability. Successfully sold to chain stores. Have handled large advertising appropriations. Considerable experience in plant management.

Age 37, college educated, over six feet tall, good public speaker and get along easily with others in an organization. Present salary \$12,000. Now located in the East, but will go wherever the proper opportunity exists. Address

"M. H. W.," Box 142, Care of
Printers' Ink, New York

Dealer Organizer

Experienced sales promotion man wanted for New York Radio Wholesaler. Requirements: Personality to inspire every type of dealer. Willingness and ability to teach dealer house-to-house canvass methods, store display psychology, etc. Willing to work night and day during intensive selling season. Write all about yourself. Successful applicant will be factory trained and paid in generous increases in accordance with results obtained. Address "E," Box 145, care of Printers' Ink.

hand-to-mouth thinking. Putting away something, never mind how small the amount, each week, builds up an estate and gives a salesman more time to think of selling.

85.

Waitresses in country hotels can tell tales of money borrowed from them by salesmen. Borrowing becomes an easier habit than returning. Do not borrow.

86.

Dress well, but remember a flashy dresser can be just as odiously conspicuous as a shabby dresser.

87.

"Laugh and grow fat" is a good rule, but not always. Some situations don't call for mirth. Constant mirth frequently irks and generates an element of mistrust.

88.

A missing tooth, a frayed collar, an indistinct diction, an unshaven face, dirty finger-nails are all preventable and have a negative effect in any selling situation.

89.

Being on the road does not release a man from his obligations to his wife and to his family. It is hard for a man to be really faithful to his house when he is not true to his trust toward his family.

90.

A flabby body with flabby muscles is a bad starting point for an effective day's work. A game of golf now and then is not enough.

91.

It is very easy to be careful in accounting for entertainment for the real benefit of the house; it is more difficult to avoid the habit of considering entertainment which is pleasantly personal, as altogether business.

92.

An arresting thought when making up a whopping expense account is that the money must come directly out of the profits and without profits you won't have a position.

93.

It's the last ounce of strength that usually wins the race. Doing just enough to get by seldom carries one far.

America's Richest Market—

the Pacific Coast, is blanketed by Country Club Magazine, combining Pacific Golf & Motor, which was published in San Francisco for thirteen years prior to the merger. Country Club Magazine has a larger circulation in this rich western field than all other golf magazines, both local and national, combined. There are 427 courses west of the Rockies. Golf is played on the Coast 52 weeks in the year.



355 South Broadway, Los Angeles, California

New York: Wm. A. Wilson, Inc., Graybar Bldg.

Chicago: F. E. M. Cole, Inc., Union Bank Bldg.

San Francisco: Cupit & Birch, Kohl Bldg.

\$1,000 to \$10,000 a Year Extra for Copy Writers

A New York organization in the financial field frequently requires the services of superior copy writers for plan and copy work. Free lance men, and agency men or advertising managers with time for supplementary work, are invited to send a brief outline of their experience and qualifications. We cannot engage to return sample proofs, so do not send these unless you do not wish them back. Please do not answer if you have not done or are not qualified to do financial advertising and booklets. Your letter will be held in confidence. Address "O," Box 293, Printers' Ink.

Booklets

Package Enclosures Letter Inserts

WE PRINT THEM
FOR THE LARGEST
ADVERTISERS

*Write for Copy and
Design Suggestion*



THE NEVINS-CHURCH PRESS
250 PARK AVE., NEW YORK

94.

This is a high-pressure age. Only the mentally alert can keep up to date. Continual striving for improvement is the only road to full vigor of performance.

95.

The mind is a storehouse. One bound for success attains a tremendous advantage if he is filing away impressions and knowledge gathered today for use tomorrow.

96.

A strong man knows that in the long run he will get what is coming to him. Grabbing credit for what is not his won't help.

97.

The best salesmen are those who are willing to go out of their way to prevent other fellows making the mistakes they did.

98.

The test of a good salesman—his associates like him, his trade trusts him, his house is proud of him.

99.

Get fun out of your work. If you are not happy, plumb the depths to find out what is the matter. If you really can't get fun out of selling, try something else.

100

All the checking up in the world will not teach you to sell. However, check up about once so often whether your imagination is being stored with new impressions and knowledge so that you can think more and more clearly, talk more and more convincingly so as to make yourself a better and better salesman.

Appoints J. H. Cross Agency

The Winkelman Shoe Stores, operating establishments in New York, Philadelphia and Baltimore, have appointed the J. H. Cross Company, Philadelphia and New York, advertising agency as advertising counsel. Newspapers and theater programs will be used.

P. C. Treviranus, Director, United Typothetae

Paul C. Treviranus, business manager of the *National Printer-Journalist*, Milwaukee, has been elected a member of the board of directors of the United Typothetae of America.

3 More Magazines Join Newsstand Group



***Men's List of
Newsstand
Group
now consists of
Eleven
Magazines***

ACE HIGH
Air Adventures
Big Story
BLACK MASK
CLUES
COWBOY STORIES
DANGER TRAIL
FIVE NOVELS
RANCH ROMANCES
Rangeland Stories
THREE STAR STORIES

These additions, the publishers estimate, will bring the sale of the Men's List well beyond 1,500,000 copies a month.

A new circulation guarantee and, of course, an increase in the advertising rates will follow as soon as the actual sales figures are established.

In the meantime, orders for space in this greatly enlarged list of eleven magazines will be executed at the present eight magazine rate.

MEN'S LIST OF NEWSSTAND GROUP

(Established 1922)

ADVERTISING MANAGEMENT OF

E. R. CROWE & COMPANY, INC., NEW YORK · CHICAGO

Six \$100,000.00 a year Men Wanted!

Positions offering exceptional opportunities for men of exceptional ability and experience in modern retailing

Address Box W-6600
Care of Printers' Ink

A GREAT international organization is now forming a Board of Specialists for the service of its members.

Each position on this Board will be held by a man whose ability is unquestionable; whose training is thorough; and whose record of results stands as a monument to the soundness of his judgment.

We want the six most thoroughly equipped available men in the world, and the opportunity offered to these men is worthy of them.

It is imperative that each be an executive who can co-operate enthusiastically with every other Board Member and bury every interest in that of the success of the organization.

He must be fitted to advise authoritatively and practically on that particular phase of merchandising with which he deals, and his opinions must bear the weight of successful experience.

The Sales Manager must be an executive whose striking ability and record of production need no explanation or apology. He will be responsible for the profitable direction of some 25,000 men.

The Merchandising Manager must know how to sell to the house-

wife. By devising practical plans and overseeing the execution of them, he will direct the success of over 20,000 retail merchants.

The Buying Manager must be able to get prices lower than the lowest on various lines.

His buying power will aggregate a volume of more than eight hundred million dollars a year.

The Efficiency Manager must be so thoroughly versed in the solution of store management problems as to teach thousands of merchants, under widely differing circumstances, the principles and application of efficient operation.

The Profit Manager must be an analytical expert who, knowing the profit problems of retail merchants, can instantly put his finger on the profit leak and show the merchant how to stop it.

The Advertising Manager will have a handsome appropriation to spend where it will do the most good. He must be able to convince twenty million women that it is decidedly advantageous to them to patronize the stores of our members.

Each man who places his application for one of these positions must include with it a brief, setting forth in detail his personal and business history, and outlining those achievements which justify his belief that he can successfully fill the position.

No personal conference will be granted until such complete information has been submitted and passed upon. Naturally, no man need hesitate to give all the facts in detail, regardless of his present position, as every application will be held in strictest confidence.

Telegrams, requests for appointments, and other variations from the above outlined procedure for application will not be considered.

**Merchandising
Manager**

*

**Advertising
Manager**

*

**Sales
Manager**

*

**Buying
Manager**

*

**Profit
Manager**

*

**Efficiency
Manager**

Silent Alarms

RUTHRAUFF & RYAN, INC.
NEW YORK

Editor of PRINTERS' INK:

I wonder if you can inform me what slogans have been used or are now being used for watches.

RUTHRAUFF & RYAN, INC.,
T. J. GRANT.

PROBABLY the most widely known watch slogan before the war was "The Watch That Made the Dollar Famous," once used by Ingersoll.

"Quality" and "Accuracy" are the prevailing themes of the thirty-six watch and clock slogans registered in the PRINTERS' INK Clearing House of Slogans. They are:

Accurate Beyond Comparison. Warren Telechron Co., Ashland, Mass.

America's Most Talked About Watch. Helbros Watch Co., New York.

Clock to Go Buy, The. Phinney-Walker Co., Inc., New York.

Dependable as Time Itself. Sessions Clock Co., Forestville, Conn.

Dependable Time. Sessions Clock Co., Forestville, Conn.

Do Keep Time. Phinney-Walker Co., Inc., New York.

Fine Alarms. Ansonia Clock Co., New York.

Fine Watches Since 1868. I. Ollendorff Co., Inc., New York.

Guard Your Time. Elgin National Watch Co., Elgin, Ill.

Keeping Time and Faith. American-Swiss Watch Co., Inc., Peekskill, N. Y.

Makers of Fine Clocks for Half a Century. Ansonia Clock Co., New York.

Makers of Good Clocks and Watches for Five Generations. The New Haven Clock Co., New Haven, Conn.

Makers of Good Clocks Since 1807. Wm. L. Gilbert Clock Co., Winsted, Conn.

Makes Night Time Plain as Day. (Radium Dial Clocks). Wm. L. Gilbert Clock Co., Winsted, Conn.

The Railroad Timekeeper of America. Hamilton Watch Co., Lancaster, Pa.

Run on Time. Ring on Time. Stay on Time. Western Clock Co., La Salle, Ill.

Tells Time in the Dark. (Radiolite.) Ingersoll Watch Co., Inc., New York.

Tells Time—Saves Time. Hawkeye Clock Co., Muscatine, Iowa.

There's an Ingersoll for Everyone. Ingersoll Watch Co., Inc., New York.

There's No Radiolite But the Ingersoll Radiolite. Ingersoll Watch Co., New York.

Time Before Your Eyes. Phinney-Walker Co., Inc., New York.

Time Ends Life's Efforts: Faith Arms Man Eternally. (Telefame Watch.) American-Swiss Watch Co., Inc., Peekskill, N. Y.

Time in Sight—Day or Night. (Radium Dial Clocks.) Wm. L. Gilbert Clock Co., Winsted, Conn.

Washington Time from the Light

Experienced Advertising Solicitor Wanted

A well known publication of national circulation desires to secure the services of a man who has had experience in the solicitation of general publicity advertising.

Excellent opportunity for right man to connect with a publication having a distinctive field and a successful career of nearly half a century, located within seven hours from New York.

Man must have ability and suitable experience. Give full particulars. Replies held strictly confidential.

Address "R," Box 295, care Printers' Ink.



To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly is \$1.25, postpaid, and the Monthly \$2.00, postpaid. These binders are an attractive addition to any desk or library.

Printers' Ink Publications
185 Madison Ave. New York

Sawmills that cut 90% of the lumber produced in U.S.

Concentrate your advertising in the one paper that covers the worth-while mills in all lumber producing sections—mills that cut 90% of the lumber sawn in the U. S.

Write for our 90% circular.

American Lumberman

Est. 1873 CHICAGO A. B. C.

Net Paid Circulation now 22,620

Advertising Rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one inch, minimum, \$10.50. Classified, 75 cents a line, minimum order \$3.75.

PRINTERS' INK

We need a sales-manager

Our product is marketed through jewelers, drug stores and haberdashers. Recent trade changes make it necessary for us to intensify our selling to dealers instead of concentrating entirely on jobbers.

We need a man who can handle men, who can organize sales territories, route salesmen, check results and build up selling on a sound basis which contains no guesswork.

Ours is an old and honorable name. To fit into our Company a man should have the highest regard for integrity in everyone he employs and everything he does. The salary to start might be \$7500 or more depending upon the man and his experience.

Write fully detailing experience.

Address "Q," Box 204,
Printers' Ink

Socket. Warren Telechron Co., Ashland, Mass.

Watch of the Future, The. Elgin National Watch Co., Elgin, Ill.

Watch of Perfection, The. (Glycine Watch.) Boyer, Pretzfelder & Mills, New York.

Watch of Railroad Accuracy, The. Hamilton Watch Co., Lancaster, Pa.

Watch That Survives You, The. American-Swiss Watch Co., Inc., Peekskill, N. Y.

Watch with the Double Guarantee, The. Bulova Watch Co., New York.

Watch with the Purple Ribbon, The. South Bend Watch Co., South Bend, Ind.

Watch Word of Elegance and Efficiency, The. Elgin National Watch Co., Elgin, Ill.

Watchful of the Time. Hawkeye Clock Co., Muscatine, Iowa.

Where Minds Meet, Distance Disappears. American-Swiss Watch Co., Inc., Peekskill, N. Y.

Wonder Watch of the World, The. (Elaine Goering.) Boyer, Pretzfelder & Mills, New York.

Works Like a Trojan. (Trojan Watches.) Westfield Watch Co., New York.

World's Watch Over Time. Waltham Watch Co., Waltham, Mass.

We have yet to register in our files these slogans which occur to us as appropriate phrases for advertising either watches or clocks: "The Watch That Never Failed," "They Choose to Run Always," "Ceaselessly Ticking Time," "Always on Time." Even Shakespeare's dramatic character, Macbeth, could be quoted: "Time and Hour Run Through the Rough-est Day."—[Ed. PRINTERS' INK.]

Appoints George C. Sherman Agency

The Guild of Furniture Craftsmen, Inc., New York, importer and manufacturer, has appointed the George C. Sherman Company, Inc., New York advertising agency, to direct its advertising account. A direct-mail campaign is planned, to be followed by the use of newspapers.

French China Account to M. P. Gould Agency

Theodore Haviland and Company, Inc., New York and Limoges, France, manufacturer of French china, has placed its advertising account with the M. P. Gould Company, Inc., New York advertising agency.

Appoints J. H. Cross Company

Travel Adventures, a tourist agency with offices at Philadelphia, New York and Paris, has appointed the J. H. Cross Company, Philadelphia advertising agency, as advertising counsel. Newspapers and direct mail are being used.

When Your Product Itself Is Its Own Best Salesman—

then the question of sampling or demonstrating becomes an important part of your merchandising problem. No need to adopt the "trial and error" system when you may profit by the varied practical experience compressed into this volume—

Just Published "SAMPLES DEMONSTRATIONS AND PACKAGING"

By NORMAN LEWIS

Vice-President, Chappelow Advertising Co.
Author of "How to Become An Advertising Man"

**The First "How" Book
on this Vital
Merchandising
Problem**

Here are the actual methods of successful manufacturers, with the results accomplished, presented in specific detail and with many illustrations.

21 Chapters of Practical Experience

1. Advantages and Pitfalls of Sampling; 2. Sampling and Demonstrating by Crews; 3. Sampling and Demonstrating in Stores; 4. Sampling and Demonstrating Through Clubs, Churches, Expositions, Etc.; 5. Sampling by Mail; 6. Sampling Through Inquiries Received from Magazine, Newspaper and Direct Mail Advertising; 7. What Is the Best Form of Sampling? 8. What is the Best Way to Demonstrate a Product? 9. How Large Should the Sample Be? 10. Should Samples and Recipe Books Be Free—or Charged For? 11. How Long Should the Same Sample Offer Be Advertised? 12. Sampling Through the Public Schools; 13. Sampling the Industrial and Building Product; 14. Sampling a Product to Dealers; 15. Sampling by Radio; 16. Is Your Product Hard to Sample? 17. A Sampling Plan for Securing Copy Data; 18. How Shall the Sample Be Packed? 19. Designing the Regular-Sized Package; 20. Selecting a Package Design Through Tests of Consumer Preference; 21. It Paid These Manufacturers to Improve Their Packages. A money-saving guide for every sales manager, advertising manager and agent.

FREE EXAMINATION IF YOU USE THIS COUPON

THE RONALD PRESS CO., 15 East 26th Street, New York.

Please send me for examination SAMPLES, DEMONSTRATIONS AND PACKAGING, by Norman Lewis. Within five days of receipt, I will either return the volume or remit \$4.50, the price in full.

NAME..... MS4
ADDRESS.....
CITY..... STATE.....
FIRM..... POSITION OR TITLE.....

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. McKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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NEW YORK, NOVEMBER 8, 1928

Chain Stores Take the Lead

"As large users of advertising and for the purpose of preserving its power and effectiveness, we condemn exaggerated and untruthful statements therein. The promiscuous use of superlatives should be discouraged as bordering on the untruthful. By so doing the public faith will be retained not only in our own business but it will also aid in building up general trust and confidence in all advertising."

The above paragraph is taken from a code of ethics adopted at the recent convention of the National Chain Store Association and puts the association on record as being among the leaders in the war against those evils which threaten the welfare of advertising. PRINTERS' INK believes that the associa-

tion merits the sincere appreciation and thanks of all friends of that great and often abused weapon of business, advertising.

It is particularly gratifying to note the wording of this paragraph. The association might very well have been contented with a condemnation of fraudulent advertising which would have been all right so far as it went—but it would have fallen a long way short of touching upon some of the most vicious advertising practices.

Out-and-out fraudulent advertising can be cared for by publishers and, in extreme cases, by legal methods. It is super-advertising, which is also condemned by the association, that causes most of the trouble and is most in need of control.

The association is also to be congratulated on its broad viewpoint in seeing that anything that affects any one phase of advertising affects advertising as a whole. The most discouraging part of the war against super-advertising has been the shortsightedness of those advertisers whose copy is ethical. They cannot seem to see that unbelievable advertising in any field weakens the confidence of the buying public in advertising as a whole.

Most significant of all, however, is the fact that the chain-store association represents a group of retailers. Hitherto the main drive against super-advertising has come from groups representing manufacturers and publishers. It is highly encouraging to find that a powerful retail association has fallen in line and takes a place among the leaders.

The drawing up of a code of ethics does not mean that the evils attacked in the code will be wiped out over night. It does mean, however, that the leaders of a field of merchandising are conscious of those evils and no longer can hide behind a wall of pretended ignorance. The National Chain Store Association has gone on record. We shall await with interest the action of other associations which should place the stamp of their disapproval upon the use of super-advertising.

Branch Plants Abroad

In an article in the November PRINTERS' INK MONTHLY, Arthur

J. Grey estimates that there are at present thirty-three American-owned plants in Germany, twenty-six in Great Britain, about twenty in France and from two to five each in Belgium, Italy, Holland, and the Scandinavian countries. These figures, not being official, are only estimated, but they give an idea of a present tendency in export fields. At present, owing to income-tax litigation, the position of the American branch plant in France is on pretty shaky foundations, but there is hope that some kind of commercial treaty may be promulgated which will free the American manufacturer from paying what amounts to a double income tax.

With the extension of American plants to foreign countries arises an important question. Should the American manufacturer seek to apply our advertising methods abroad, should he throw over his domestic methods and adopt foreign advertising policies in the whole cloth or should he endeavor to bring about an effective marriage of the two methods?

The last alternative is the one which will probably be adopted, for the present, at least. Astute observers do not believe that our methods can be successful in certain foreign countries, owing to the fact that advertising in those countries differs so radically from our own. No one, however, questions the fact that in many particulars our advertising is far ahead of that being done in most foreign countries and that we have a task of teaching as well as learning. Of course, this sounds smug but the close study of our methods made by foreign advertisers shows their recognition of the fact.

There is no doubt that in the past the American exporter has been too much in awe of foreign fields. To him they have been mysterious and he has entered export advertising with a feeling of foreboding. Only the more progressive advertisers have realized that it was at least worth while

to test out American advertising methods before deciding that they would not work. In a surprising number of instances they have found that these needed only slight modification to be successful.

The domestic manufacturer cannot hope to lay down any set plans without a careful study of conditions abroad. Such a study and analysis is the first necessity of any good foreign advertising policy. The next essential is a willingness to go about this study without fear or prejudice, fear that our methods won't work abroad and prejudice that they are so much better than foreign methods that they are bound to work everywhere in the world.

Before the War we used to hear a great deal about the adaptability of the German exporter. Later we were faced with tales concerning the unusual wiliness of the British exporter. There is no doubt that British and German methods have been highly successful, but close students of exporting were quick to point out that they differed widely. These same students today are quite willing to predict that Americans are working out still a third mode of operation—and there is no reason to believe that it will not be as successful as the other two.

The Proper Viewpoint

The furniture industry has been considering co-operative advertising for several years. While plans have advanced, it would seem that the publication of the initial advertisement is still some ways off. In the meantime, a recent occurrence brings out a point of the utmost importance to all who have had, or may have, something to do with co-operative advertising.

Some of those who are pushing the co-operative advertising plans for furniture had set a goal of \$1,000,000 to be raised over a four-year period. Strenuous objection to this figure was expressed by several manufacturers. This objection was based, not on the ground that the sum was too large, but that it was too small.

Leading those who opposed this

appropriation was P. E. Kroehler, of the Kroehler Manufacturing Company, an outstanding furniture manufacturer. He told a meeting called to consider the co-operative advertising program that he would not subscribe to a fund which contemplated raising only \$1,000,000 over a four-year period. In fact, he held out for a fund *four times as large*. If the proposed fund were raised to \$4,000,000, he might be willing to subscribe, he stated. The representative of Berkey & Gay also indicated that that company might be interested if the fund were fixed at a figure no smaller than \$4,000,000.

This attitude is immensely encouraging. The undersized appropriation has been a bane of co-operative advertising. It is probably safe to say that more co-operative campaigns have failed—and an unfortunately large number have petered out—because the appropriation could not possibly hope to cope with the task set for it, than for any other reason.

With regard to the proposed furniture co-operative campaign, an undersized appropriation would be particularly fatal. And when we say that, we are not taking sides in any discussion that may still rage regarding the relative merits of the \$1,000,000 and the \$4,000,000 appropriations. What we have reference to is the fact that the furniture industry, as a whole, has not progressed during the last several years. It is going to be a tremendous task to put this industry back in the competitive running and a timorous advertising appropriation is not going to turn the trick.

Shall Candy and Cigarettes Fight?

Recently the American Tobacco Company, in its Lucky Strike advertising copy, has used an appeal advocating the substitution of cigarettes for the eating of sweets. What was intended as a general statement now seems to have reflected directly on the candy industry and aroused its enmity. As a result, the candy industry is seriously

considering taking retaliatory measures to offset the effect of the Lucky Strike campaign.

This situation, where one industry all of a sudden finds itself aligned against another in competition, is nothing new in advertising, where different appeals have to be found to sell a product. Macaroni has been advocated as a substitute for potatoes, asphalt and copper have been brought into competition for roofs, and buses with railways. After the first temporary shock is over, it has been generally found each had certain desirable qualities which the other could use, with the result that they have both walked along hand in hand, rejoicing in having found one another.

When it is apparent that a conflict of ideas exists, the tendency is, at first, to stand up for one's own rights. But on second thought, it is usually found that much can be said on both sides, and after careful consideration, a common meeting ground can be gained.

A candy manufacturer, Wm. H. Luden, Inc., maker of Luden's Menthol cough drops, has already pointed the way to both industries by showing how a confection may help a smoker to smoke more cigarettes. If the two industries could start from this basis, and work out a future means of co-operation, it would react to the benefit of each.

Denver Papers Merged

Two Denver, Colo., newspapers have purchased rival papers. The *Denver Post*, an evening newspaper, has sold the *Denver Morning Post* to the *Denver Rocky Mountain News*, and in return, has purchased the *Denver Evening News*. The *Denver Morning Post* and the *Denver Evening News* will cease publication.

C. E. Staudinger with Lennen & Mitchell

C. E. Staudinger, formerly with the General Outdoor Advertising Company, has joined the staff of Lennen & Mitchell, Inc., New York advertising agency.

W. O. Gundlach to Start Chicago Weekly

The Uptown Review is a new weekly publication, at Chicago, which will appear December 6. W. O. Gundlach, recently advertising manager of *The Illinois Farmer*, is publisher.

Little details make or break a campaign of advertising

Granted the requisite knowledge of and experience in the work, successful advertising is largely a matter of attending faithfully to a multiplicity of sometimes tedious details. To conscientious care in such matters is in part traced the long average duration of service to clients which is a distinctive feature of this advertising agency's record over a period of more than twenty-three years. Any interested advertiser will be given opportunity to learn at first hand the degree of satisfaction McJunkin clients have in McJunkin service.

McJUNKIN ADVERTISING COMPANY

DOMINANT IDEA ADVERTISING

**228 NORTH LA SALLE STREET AT WACKER DRIVE
CHICAGO**

Advertising Club News

Electrical Refrigeration Called Miracle Industry

In a talk given before last week's meeting of the Chicago Advertising Council, W. J. Daily, manager of the sales promotion division of the General Electric Company, told of the Aladdin's lamp manner in which electrical refrigeration has suddenly appeared as one of the great industries of the nation. In 1923, he pointed out, only 16,000 units were produced for household use. Last year 400,000 household domestic units were sold.

Mr. Daily went on to tell of the manner in which General Electric makes use of advertising. A special feature of the meeting was a more-sales-per-customer exhibit comprising the entire 1928 electrical refrigerator dealer campaign of the General Electric Company.

* * *

W. A. Carroll Heads Chicago Advertising Legionnaires

Advertising Men's Post No. 38, American Legion, Chicago, at its recent annual election, elected William A. Carroll, of Warren, Webster & Company, as its new commander. First, second and third vice-commander are, in order, James R. Bryant, Henry H. Kadler and Howard E. Dygert. Major Alfred E. Sawkins is adjutant, while Hugh Driscoll is the newly elected treasurer.

The new two-year-term directors are O. A. Azman, Frank J. Gagen, H. W. Gibbs, O. M. Gleeson, Forrest T. Lowell and R. G. Olderr.

* * *

Philadelphia Club Plans Annual Banquet

The annual banquet of the Poor Richard Club, Philadelphia, will be held at the Bellevue-Stratford Hotel on January 17, 1929, the anniversary of Benjamin Franklin's birthday. The theme of the banquet will be woven about the convention of the International Advertising Association, to be held at Berlin in that year. Sylvan D. Hofheimer is chairman of the banquet committee.

* * *

Seattle Club Forms Direct-Mail Departmental

A direct-mail departmental has been formed by the Advertising Club of Seattle, Wash., with Orrin Hale as chairman, Kenneth O'Loane, vice-chairman, and Lila Arnold, secretary.

* * *

To Merge with Madison, Wis., Club

The board of directors of the Madison, Wis., Association of Commerce has voted to join the advertising club of that city.

H. McD. Brown Heads Syracuse Club

Harold McD. Brown, advertising manager of L. C. Smith & Corona Typewriters, Inc., has been elected president of the newly-organized Advertising Club of Syracuse, N. Y. Other officers elected are: Z. L. Potter, of the Z. L. Potter Company, and Charles H. Pratt, advertising manager of C. E. Chappell & Sons, Inc., vice-presidents; C. B. Morse, business counsel, secretary, and Irving D. Perry, advertising manager of the City Bank Trust Company, treasurer.

Louis Wiley, business manager of the New York Times, spoke at the first meeting of the club on newspaper advertising and the necessity that the newspaper be made up with its value to the reader in mind.

* * *

Seattle Club Is Forming a Civic University

A Civic University is being formed by the Advertising Club of Seattle, Wash., to conduct a series of study courses during the winter months on the subjects of newspaper, magazine, financial and church advertising. The courses will be open to all those interested in advertising, and will be supervised by Orrin Hale, general chairman.

* * *

Heads Poor Richard "On-to-Berlin" Committee

Theodore E. Ash has been appointed chairman of the "On-to-Berlin" committee of the Poor Richard Club of Philadelphia.

* * *

Heads Burlington, Wis., Club

A. Pieters has been elected president of the Burlington, Wis., Advertising Club. William A. Rose was made vice-president and Robert Bayer, secretary-treasurer.

Scott Paper Company Increases Sales

The sales of the Scott Paper Company, Chester, Pa., were \$5,073,706 for the first nine months ended September 30, 1928, against \$4,429,485 for the corresponding period of 1927. The net profits for the period in 1928 were \$561,743 compared with \$486,143 for the same nine months of 1927.

Lester Brozman Joins Sterling Advertising Agency

Lester Brozman, recently with Abraham & Straus, Inc., Brooklyn, N. Y., has joined the Sterling Advertising Agency, Inc., of New York, as a consultant on direct-mail advertising. He was at one time with the George L. Dyer Company, of that city.

"THE NEW WAY TO NET PROFITS"



by FRED W. SHIBLEY
Vice-President
Bankers Trust Co., N. Y.

Abnormal expansion of productive capacity during and following the war brought business face to face with a buyers' market.

The business leaders who had the foresight to meet the new conditions, prospered. Those who ignored them found their difficulties multiplying.

Fred W. Shibley, Vice-President of Bankers Trust, New York, with twenty years of experience in industrial management, was among those who foresaw the need for changed methods.

The sales forecast became the cornerstone of a budgeted system which has contributed largely to the phenomenal success of some of the most important companies during the last six years.

Mr. Shibley has been closely associated with organizations, both large and small, that have successfully applied this principle.

The demand for information on the subject was so great that he determined to compile the results of ten years experience in this particular field. "The New Way to Net Profits" is the result.

\$3.00

MARKET STUDY—

As the foundation for and first step in profitable operation.

MERCHANDISING—

Based on facts developed through market research rather than opinion.

DISTRIBUTION—

Facing and solving the difficulties caused by the changes constantly occurring in marketing channels.

SALES FORECASTS—

How to establish a sales forecast with reasonable accuracy and use

it in planning and controlling production.

BUDGETS—

Worked out on a common-sense basis as a means of controlling operations and establishing profits.

MANAGEMENT—

Operations based on a definitely defined corporate policy—the essential motive power for making planning profitable.

ANALYTICAL RESEARCH—

Its development into an essential and elemental function of modern business.

HARPER & BROTHERS · PUBLISHERS · NEW YORK CITY

ON APPROVAL ORDER FORM

HARPER & BROTHERS, Dept. D
49 East 33rd Street, New York, N. Y.

Gentlemen: Please send me postpaid for five days' FREE EXAMINATION one copy of THE NEW WAY TO NET PROFITS, by Fred W. Shibley—\$3.00.

☐ I agree to remit \$3.00 within five days of receipt of the book or to return it.

☐ I enclose my check for \$3.00.

☐ Please send C. O. D.

Name

Business Connection

Address

VOL. LXXX—NO. 5.

NOVEMBER, 1928

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FORUM

BEGINNING January, 1929—a NEW FORUM.
 New type page 7x10 3/16. A new brilliance.
 New designs. With same style contents and
 timeliness as always. (Note the November
 articles, out when election interest was at
 pitch.) New advertising rates to take effect
 this December 1st. Edited by Henry Goddard
 Leach, 441 Lexington Avenue, New York.

NOVEMBER MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES(Exclusive of publishers' own
advertising)

	Pages	Lines
House & Garden.....	162	102,575
Town & Country (2 issues).....	135	91,325
Vanity Fair	116	73,074
Country Life	108	72,776
Arts & Decoration.....	104	69,762
House Beautiful	93	58,865
Forbes (2 Oct. issues).....	107	48,869
Nation's Business	110	47,140
Popular Mechanics	176	39,312
American	91	38,967
Cosmopolitan	82	34,969
Popular Science Monthly..	77	32,945
True Story	75	32,163
Magazine of Business.....	75	32,053
The Sportsman	49	30,982
Harpers Magazine	136	30,492
Normal Instructor	43	29,447
Atlantic Monthly	129	28,959
International Studio	41	27,573
American Home	43	26,334
Physical Culture	58	24,722
Magazine of Wall Street (2 Oct. issues).....	57	24,453
True Romances	55	23,594
True Detective Mysteries..	55	23,592
World's Work	104	23,215
Photoplay	53	22,806
World Traveler	36	22,616
Dream World	52	22,140
Red Book	50	21,519
Better Homes & Gardens..	47	21,085
Review of Reviews	93	20,943
Boys' Life	30	20,386
Scribner's	90	20,209
American Boy	29	19,836
Theatre	29	18,407
Field & Stream.....	42	17,984
Radio News	38	16,599
National Sportsman	37	16,081
Motion Picture Magazine..	37	15,848
True Confessions	34	14,457
Science & Invention.....	33	14,363
Radio	32	14,269
Smart Set	32	13,879
American Mercury	61	13,655
Golden Book	60	13,517
Asia	31	13,516
Radio Broadcast	30	13,340
Youth's Companion	19	13,235
Psychology	31	13,162
Elks Magazine	29	13,145
Hunting & Fishing.....	27	11,520
Open Road for Boys.....	26	11,325
Outdoor Life & Recreation.	26	11,236



DR. JULIUS KLEIN
Director, Bureau of Foreign and
Domestic Commerce, a regular
contributor to FORBES

The Man Behind Hoover

under this title, in the November 1st issue of FORBES, William A. McGarry tells the story of the head of the greatest business organization in the world; the man who has the job of collecting and distributing vital business information to over 10,000 inquirers every working day; the man who makes available to Business its vital statistics—the Facts.

This man, DR. JULIUS KLEIN, contributes a monthly article to FORBES MAGAZINE.

This is another example of the significant service we are giving the executives who read FORBES.

A copy of the November 1st issue of FORBES will be sent on request.

If you have not read the John Cotton Dana article "The Cash Value of Art in Industry," it is important for you to do so immediately. It appeared in a recent issue of FORBES and is now available to you without charge, in a handsomely illustrated brochure.

FORBES MAGAZINE

B. C. FORBES, Editor

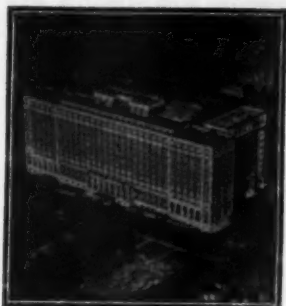
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120 Fifth Avenue New York

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Where Southern Hospitality Flowers



Whether your mission to Atlanta is business or social, you will be sure of a pleasant visit if you stay at the Biltmore.

Every modern appointment, of course—with a “quietness” and restfulness that please and a type of gracious service which has always appealed to our guests. Three putting greens in the hotel grounds—privileges of any Atlanta golf club.

A Bowman Biltmore Institution where the comfort of the guest is the first thought.

Atlanta Biltmore

A Bowman Biltmore Institution

Rates from

350

	Pages	Lines
Secrets	26	11,066
Sunset	25	10,923
American Legion Monthly	25	10,789
Forum	48	10,730
Scientific American	24	10,584
Motion Picture (Classic)	23	9,803
Screenland	90	9,724
American Girl	22	9,645
American Motorist	22	9,240
Bookman	36	8,091
American Golfer	13	8,007
Film Fun	18	7,579
Newsstand Group	33	7,436
Association Men	17	7,198
Picture Play	16	6,864
Extension Magazine	10	6,838
Munsey Combination	30	6,720
Forest & Stream	14	6,160
National Republic	10	4,501
The Scholastic (2 Oct. is.)	10	4,366
Nature Magazine	10	4,290
Current History	19	4,256
St. Nicholas	10	4,183
The Rotarian	9	4,018
Wide World	14	3,164
Street & Smith Comb.	11	2,352
Everybody's	9	2,012
Blue Book	9	1,904

WOMEN'S MAGAZINES

	Pages	Lines
Vogue (2 issues)	251	158,979
Ladies' Home Journal	145	98,710
Harper's Bazar	144	96,807
Good Housekeeping	216	92,739
Woman's Home Companion	92	62,655
McCall's	81	54,973
Delineator	70	47,307
Pictorial Review	57	38,550
Holland's	39	29,519
Modern Priscilla	32	21,895
Farmer's Wife	30	20,570
Junior Home Magazine	29	19,389
Children, The Magazine for Parents	43	18,601
Child Life	38	16,324
Woman's World	23	15,343
Household Magazine	17	12,574
People's Popular Monthly	17	11,593
People's Home Journal	14	9,281
Needlecraft	13	8,500
Fashionable Dress	11	7,653
John Martin's Book, The Child's Magazine	14	5,799
Messenger of Sacred Heart	14	3,063

CANADIAN MAGAZINES

	Pages	Lines
MacLean's (2 Oct. issues) ..	82	56,754
Can. Homes & Gar. (Oct.) ..	79	50,118
Mayfair	79	49,926

CHILDREN
THE MAGAZINE
FOR PARENTS

. ANNOUNCES
that its net paid circulation
for the year of 1929 will
average at least 100,000
copies per issue



*Current advertising rates, based upon the
present guarantee of 90,000 A. B. C. net
paid average for the year beginning
with the July, 1928 issue,
will, for the time being,
not be increased.*

353 FOURTH AVENUE
NEW YORK

	Pages	Lines
Can. Home Journal (Oct.)	60	42,324
West. Home Mo. (Oct.)	55	39,527
Rod & Gun in Canada	29	12,511

OCTOBER WEEKLIES

October 1-7	Pages	Lines
Saturday Evening Post	116	79,149
New Yorker	67	28,538
American Weekly	9	17,773
Liberty	27	17,611
Literary Digest	34	15,429
Collier's	20	13,647
Life	20	8,461
Time	18	7,809
Christian Herald	8	5,414
The Nation	9	3,833
Churchman	7	3,085
Judge	7	2,860
Outlook	6	2,736
New Republic	4	1,666

October 8-14	Pages	Lines
Saturday Evening Post	129	87,863
New Yorker	78	33,541
Liberty	45	28,686
Literary Digest	51	23,242
Collier's	28	19,355
American Weekly	9	17,188
The Nation		
(Book Issue Included)	26	10,815
Time	22	9,255
New Republic		
(Supplement Included)	17	7,541
Life	15	6,488
Christian Herald	7	4,759
Churchman	8	3,554
Outlook	7	3,002
Judge	5	2,269

October 15-21	Pages	Lines
Saturday Evening Post	127	86,465
New Yorker	65	27,853
Liberty	38	24,259
Literary Digest	47	21,379
American Weekly	8	15,152
Collier's	20	13,808
Time	27	11,642
Christian Herald	9	6,282
Life	11	4,885
Churchman	8	3,347
The Nation	7	3,045
Outlook	6	2,823
Judge	6	2,521
New Republic	3	1,323

October 22-28	Pages	Lines
Saturday Evening Post	103	70,213
New Yorker	63	27,132
Liberty	36	23,265
American Weekly	10	18,580
Collier's	24	16,483

	Pages	Lines
Literary Digest	36	16,392
Time	26	11,190
Life	9	3,662
Outlook	8	3,409
Judge	7	3,180
Christian Herald	4	2,994
The Nation	7	2,940
Churchman	7	2,750
New Republic	4	1,702

October 29-31	Pages	Lines
Time	25	10,658
Outlook	11	4,666
The Nation	6	2,625
New Republic	4	1,619

Totals for October	Pages	Lines
Saturday Evening Post	475	323,690
New Yorker	273	117,064
Liberty	146	93,821
Literary Digest	168	76,442
American Weekly	36	68,693
Collier's	92	63,293
Time	118	50,554
Life	55	23,496
The Nation	55	23,258
Christian Herald	28	19,449
Outlook	38	16,636
New Republic	32	13,851
Churchman	30	12,736
Judge	25	10,830

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

	Pages	Lines
1. Vogue (2 issues)	251	158,979
2. House & Garden	162	102,575
3. Ladies' Home Journal	145	98,710
4. Harper's Bazar	144	96,807
5. Good Housekeeping	216	92,739
6. Town & Country (2 is.)	135	91,325
7. Vanity Fair	116	73,074
8. Country Life	108	72,776
9. Arts & Decoration	104	69,762
10. Woman's Home Comp.	92	62,655
11. House Beautiful	93	58,865
12. MacLean's (2 Oct. is.)	82	56,754
13. McCall's	81	54,973
14. Can. Ho. & Gar. (Oct.)	79	50,118
15. Mayfair	79	49,926
16. Forbes (2 Oct. is.)	107	48,869
17. Delineator	70	47,307
18. Nation's Business	110	47,140
19. Can. Ho. Jour. (Oct.)	60	42,324
20. West Ho. Mo. (Oct.)	55	39,527
21. Popular Mechanics	176	39,312
22. American	91	38,967
23. Pictorial Review	57	38,550
24. Cosmopolitan	82	34,969
25. Popular Science Mo.	77	32,945

200,000

**PROGRESSIVE AMERICAN CAR
OWNERS WILL READ THE**

SPECIAL NATIONAL AUTO SHOWS NUMBER OF THE AMERICAN MOTORIST

*from cover to cover because it is
their magazine. Advertisers who
want to reach this CLASS market
directly and economically will avail
themselves of this opportunity*



Member Audit Bureau of Circulation

AMERICAN MOTORIST



**Ernest N. Smith, Ed. and Pub.
John T. Gren, Bus. Mgr.
C. G. Sinsabaugh, Adv. Mgr.**

**Blanchard-Nichols-Coleman, National Ad-
vertising Representatives, Chicago, Atlanta,
San Francisco, Los Angeles and Seattle.**

PENNSYLVANIA AVE. AT 17TH ST., WASHINGTON, D. C.

FOUR-YEAR RECORD OF NOVEMBER ADVERTISING

	1928 Lines	1927 Lines	1926 Lines	1925 Lines	Total Lines
House & Garden.....	102,575	108,378	110,674	83,280	404,907
Town & Country (2 issues).....	91,325	86,782	95,374	95,461	368,942
Country Life	72,776	73,402	82,804	63,375	292,357
Vanity Fair	73,074	68,815	79,974	59,871	281,734
MacLean's (2 Oct. issues).....	56,754	62,257	58,970	56,554	234,535
Arts & Decoration.....	69,762	71,946	52,542	38,766	233,016
House Beautiful	58,865	53,068	54,626	50,564	217,123
American	38,967	44,547	47,901	53,232	184,647
Forbes (2 Oct. issues).....	48,869	41,602	45,084	44,373	179,928
Popular Mechanics	39,312	40,656	42,371	36,317	158,656
Cosmopolitan	34,969	38,657	39,060	39,563	152,249
Nation's Business	47,140	39,764	34,165	29,813	150,882
Popular Science Monthly..	32,945	30,374	32,868	36,767	132,954
Magazine of Business.....	32,053	33,874	34,616	28,413	128,956
Atlantic Monthly	28,959	29,239	30,902	28,063	117,163
Review of Reviews	20,943	21,959	29,400	41,172	113,474
Harpers Magazine	30,492	28,616	29,512	23,856	112,476
Physical Culture	24,722	23,021	29,583	34,158	111,484
True Story	32,163	30,416	27,624	18,304	108,507
Red Book	21,519	27,482	30,967	28,230	108,198
World's Work	23,215	24,884	29,002	28,317	105,418
International Studio	27,573	31,525	28,460	16,513	104,071
Photoplay	22,806	24,766	27,337	26,262	101,171
American Boy	19,836	21,410	23,545	22,440	87,231
Boys' Life	20,386	20,410	22,434	22,340	85,570
Scribner's	20,209	20,619	23,319	19,840	83,987
†American Home	26,334	21,495	17,784	14,609	80,222
Theatre	18,407	18,881	18,960	17,283	73,531
Field & Stream.....	17,984	18,161	18,161	19,162	73,468
Motion Picture Magazine..	15,848	15,639	15,257	15,417	62,161
Science & Invention.....	14,363	17,979	14,276	13,627	60,245
Better Homes & Gardens...	21,085	15,257	12,813	10,104	59,259
Sunset	10,923	14,133	14,635	16,653	56,344
Scientific American	*10,584	*11,245	14,714	16,958	53,501
Outdoor Life & Recreation..	11,236	15,149	11,093	13,897	51,375
National Sportsman	16,081	13,729	9,683	9,257	48,750
Forest & Stream.....	6,160	4,891	7,058	6,581	24,690
St. Nicholas	*4,183	*5,363	*8,008	6,272	23,826
Munsey Combination	6,720	6,240	5,824	4,326	23,110
Everybody's	2,012	3,254	4,577	5,554	15,397
	1,274,129	1,279,885	1,315,957	1,195,544	5,065,515

*New Size.

†Formerly Garden & Home Builder.

WOMEN'S MAGAZINES

Vogue (2 issues)	158,979	154,919	148,690	133,796	596,384
Ladies' Home Journal.....	98,710	97,020	104,176	96,539	396,445
Good Housekeeping.....	92,739	75,347	87,037	75,823	330,946
Harper's Bazar	96,807	80,940	77,489	70,560	325,796
Woman's Home Companion	62,655	65,026	66,762	63,240	257,683
McCall's	54,973	48,681	44,390	30,994	179,038
Pictorial Review	38,550	43,166	46,938	42,840	171,494
Delineator	47,307	42,487	41,171	34,151	165,116
Modern Priscilla	21,895	24,140	23,266	23,800	93,101
Woman's World	15,343	17,134	17,501	18,774	68,752
People's Home Journal...	9,281	12,390	11,781	16,220	49,672
People's Popular Monthly..	*11,593	*11,722	*11,910	13,152	48,377
Needlecraft	8,500	11,438	8,947	10,370	39,255
	717,332	684,410	690,058	630,259	2,722,059

*New Size.

WEEKLIES (4 October Issues)

Saturday Evening Post....	323,690	340,884	3415,902	3449,736	1,590,212
Liberty	93,821	129,875	120,425	177,509	421,630
New Yorker	117,064	132,388	100,823	115,166	365,441
Literary Digest	76,442	80,608	194,015	185,480	336,545
Collier's	63,293	57,126	168,285	155,627	244,331
American Weekly	68,693	150,945	154,521	48,334	222,493
Time	150,554	140,793	34,657	26,816	152,820
Life	23,496	25,107	26,381	25,465	100,449
Christian Herald	19,449	119,077	126,250	126,448	91,224
Outlook	116,636	11,074	15,114	23,703	66,527
	853,138	947,877	956,373	834,284	3,591,672

†Five Issues.

Grand Totals

A million and
more mr. heinz who
would enjoy your
new cereal if they only
knew about it. *Reach them in*

The
Quality
of
periodicaldom
at
a
ridiculously low
rate

350,000 homes
@ \$1175. per page

*rice cakes

THE QUALITY THREE

ATLANTIC • HARPERS • SCRIBNERS

597 Fifth Avenue. New York



The Little Schoolmaster's Classroom

THE far-reaching consequences of making a good sale can never be added into a total. The combination of a good salesman, selling a good product, and making the most of his opportunities, may have a marked effect upon the course of human destiny for all concerned, as the following incident well illustrates:

Several years ago a salesman representing the Dalton Adding Machine Company called on the purchasing agent of the Victor Talking Machine Company and closed an order for a number of Dalton machines. The Victor purchasing agent was so impressed with the Dalton salesman's demonstration of the service possibilities of his machine and with his intensive and effective sales methods, that he introduced the salesman to his chief. His chief likewise became much interested in the salesman and the way he had made his sale. So much so, indeed, that he took occasion to learn something more of the salesman's abilities and achievements.

A number of years later the chief of this Victor purchasing agent became the president of the Victor Talking Machine Company—E. E. Shumaker. On May 1, 1928, Mr. Shumaker appointed Harry C. Grubbs to be commercial vice-president of the Victor company. And Harry C. Grubbs was the Dalton salesman of Act I. Thus the position which Mr. Grubbs holds today is one of the consequences of the impression which his sale of Dalton adding machines made on Mr. Shumaker some years ago.

* * *

Sojourning in Camden recently, the Schoolmaster observed that Victor employees, both of the factory and office, were allowed but forty-five minutes for lunch, which circumstance caused him to inquire the reason of W. L. Marshall, advertising manager, who explained that the shortened lunch hour was not a matter of compulsion with

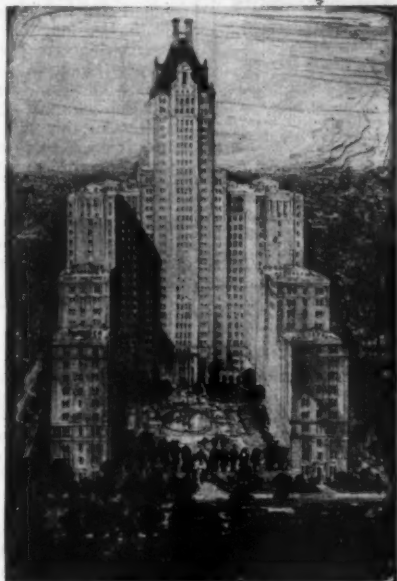
Victor employees, but one of choice.

As an experiment, he said, the company, on August 1 of this year, offered all its employees Saturdays off for the month provided they would be willing to make up the time by working a longer day on the other five days of the week. The Saturday time was added to the other days by clipping the lunch hour and extending the closing time from 5:00 to 5:15. So successful was the experiment during August that it was continued during September. It is now in its third month, on a sort of probationary basis. As a device for giving Victor employees a two-day consecutive holiday, the plan is being carried out with a great deal of enthusiasm and a perceptible improvement in morale. On the company's side, there is satisfaction with the arrangement because of the fact that more work is being done in five days than was formerly accomplished in five and a half, and that at a time when sales, office and factory work is at its heaviest on account of the approaching holiday season. What was adopted as a hot-weather measure promises to be a profitable and workable idea for all-year-round.

* * *

An idea that interests the Schoolmaster is that both manufacturer and retailer would be very greatly benefited if large department stores had a designated individual in the store advertising department to receive all manufacturers' helps and distribute them to the right section—or, if these materials are not usable, to return them to the manufacturer with suggestions for making them of real help to the store.

The idea has been put forward by Grace Walton, advertising manager of Julius Kayser & Company, on the basis that whereas advertising helps have an importance comparable to the manufacturer's actual merchandise, large stores pay slight heed to most of these helps,

REALTORS—AMERICA'S HOMEBUILDERS

World's Largest Apartments Realtor Built

This is one of a number of large apartments built by Albert Swayne, Realtor of Chicago. Realtors are building most of our homes and apartments for sale or rent to the public. They control residential building. Building material manufacturers sell these men with specific merchandising plans developed by the

A.B.C.

NATIONAL REAL ESTATE JOURNAL

A.B.P.

PORTER-BEDE-LANGTRY CORPORATION

139 N. Clark St.

Chicago, Ill.

Results Count—Ask Any of the Leaders

Tell Your Story to these 130,000 Leaders!

☐ In nearly 3,000 busy communities there are Rotary Clubs whose membership rosters represent executive heads and leaders—130,000 of them. These leaders cover every line of legitimate and ethical human endeavor.

☐ Try to visualize a market place of 130,000 men representing earning capacity above the average—men who are constantly in the market for every requirement of business, domestic and social life! This means *office, store, factory, home, travel and recreational pursuits*.

☐ Just a few of many interesting facts concerning this wonderful audience—

☐ 96% are married and have more than 250,000 children—

☐ 85% own their homes.

☐ Over 100% automobile ownership—good cars.

☐ Own and operate more than 300,000 motor trucks—

☐ 63% of wives read this magazine regularly.

☐ 99% are members of from 1 to 30 other organizations.

☐ The influence of these men on the civic, social and business life of their communities is something to conjure with.

☐ You can tell them and their families the story of your products through the advertising pages of their magazine—THE ROTARIAN—*The Magazine of Service*—and be assured of their respectful attention and interest.

THE ROTARIAN

The Magazine of Service

213 West Wacker Drive, Chicago

7 W. 16th St., New York : : Pickering Building, Cincinnati

A Good Man For Some One

My assistant is looking for a greater opportunity than his present job affords. Conditions have prevented our giving him the advancement he and we expected.

Ten years in advertising work. Before that a newspaper reporter and trade paper editor. Has done some selling and has traveled considerably throughout the United States and Canada.

Experience acquired mostly in the automotive and paint and varnish fields. Thoroughly familiar with advertising department routine and experienced in judging and selecting media.

With us he has handled dealers' service work, originated and bought dealer helps and edited a house organ. For the past three years he has specialized on dealer advertising problems.

Has written much effective copy and turned out result-producing direct-mail pieces for us and others.

Canadian, well educated, Protestant, 33 years old, has one child and owns his own home. Has his first papers. Present salary \$6000. Willing to locate ANYWHERE.

A moderate size company in need of an advertising or sales promotion manager, or a very large one needing an assistant advertising manager, or an agency looking for a man to handle an automotive or paint and varnish account, will do well to interview this man. Address "L," Box 149, Printers' Ink.

Organization Owning

several good new ideas has an opening for a man thoroughly experienced in the production and sale of syndicated comic strips; full page color comics and similar special newspaper features.

**Cheswick, Box 290
Printers' Ink**

ing greater investments are contemplated."

How well the Stein company succeeded in putting this thought into its dealers' minds is shown by the large number of retailers who feature windows devoted to the company's Paris garters—in themselves a small every-day item, but which have been given a quality background that brings them very actively and forcibly to consumer attention.

The thought is basically sound. A clothing retailer friend of the Schoolmaster used to take it for granted that a color, a fabric, a seam, a buttonhole, that plainly was better than average, would speak for itself. But he learned that his customers looked at these minor things without seeing. So he began to talk about and explain these small points, with the result that his little demonstrations interested customers and they began to appreciate the minor features of his store's merchandise, eventually gaining an even greater appreciation of its larger features, too, in this way.

The Schoolmaster sees in the Paris garter idea a means by which many manufacturers of what are usually considered prosaic products can obtain more window space from dealers.

* * *

A manufacturer of a household product started a new advertising campaign. Nothing strange in that, of course. The point of interest in this particular instance is the very effective way in which the company's salesmen were aroused to take a very personal interest in the merchandising power of the new advertising.

The agency contact man had met most of the salesmen personally and with the development of the new advertising he tried especially hard to show these men that he was ready and willing to hear from any or all whenever they felt they had something on their minds—he said he would be a sort of salesmen's Beatrice Fairfax of whom they were free to ask, "What'll I do?"

This contact brought forth many

A Poster Authority Speaks:

"Putting A New Spirit Into The Art of the Poster . . ."

"The DONALD MAXWELL Exhibition is of more than ordinary interest to those who follow the astonishing progress of poster art in this country, because of its significant technical trend in a direction which has perhaps not found any appreciable outlet up to this time. . . ."

W. Livingston Larned.

You are invited to attend this exhibition, at the
ART CENTER — November 7th to 17th, inclusive

DONALD MAXWELL

Room 2447

Graybar Bldg.

New York City

Could You Use

a man who has an enviable reputation as a salesman of trade paper space? Who sells through merchandising ideas. A man who has developed the magazine he is now representing from practically nothing to a large volume of business. His ideas and suggestions have been in a large measure responsible for the success of this publication. He is handicapped because of the limited field.

He is interested in one of two propositions.

1. Would consider representing another established publication to work in conjunction with his present magazine.
2. Or—would be interested in considering entirely new connections if the right opportunity should present itself.

He invites correspondence from publishers who may not have or are not satisfied with their present representation in the Middle West. Will give consideration only to publications which have a logical field for development in this territory.

Address "T," Box 296, Printers' Ink

Copy-layout Department Manager

A good copy and layout man, sufficiently experienced to plan and execute complete campaigns and to organize copy and layout department, directing three or four assistants, is wanted by a small agency in pleasant northern middle-west city of 110,000. Agency operates own printing department and is well established and regarded in community.

Applicant must have agreeable personality and steady habits as well as advertising skill and the ability to produce result-getting copy, better than the average. In writing submit samples of work, explaining circumstances under which each was produced. Also give details of training and experience, reasons for desiring a change and a photograph. The salary may be smaller than paid in larger cities but expenses are lower and living conditions are more agreeable unless big city preferred. Correspondence confidential, but would like two or three good references.

**STEWART-TAYLOR COMPANY
DULUTH, MINN.**

Foreign Sales

I want a foreign selling job, preferably in an English-speaking country, representing an American manufacturer. My qualifications are eight years in domestic sales as salesman and sales executive. At present I am division manager for a manufacturer who does not export. My four-year record with this firm will stand close investigation. Age 30, married, college trained. Address "H," Box 147, Printers' Ink.

Secretary to Art Director

Highly competent young woman for years assistant to prominent advertising man, to which she has added two years' training in **Modern Art** as applied to advertising, in the Kunstgewerbe Schule, Vienna, desires a position where she may use her combined advertising-art knowledge. Address "G," Box 146, Printers' Ink.

letters from the men telling how they handled dealer So-and-So, what he had to say about the product, how he liked or disliked the advertising, and what point finally had won him over and concluded the sale. When these letters began to accumulate, much of the material proved too good to lie idle in the files, so the agency representative started a series of personal letters to all the salesmen in the field.

In these he told everyone how Hank Buswell had put over the product and the advertising with Boggs & Boggs in North Carolina, how Ted Brown had handled Jenkins & Son in Michigan, and so on. The idea got such a hearty response from the salesmen that the agency letters became a regular means of disseminating sales ammunition, and the advertising campaign went over beautifully with the field men's full support behind it.

* * *

There has been placed on the shelves of the Legislative Reference Library at Madison, Wis., a bibliography on "Fraud as Practiced on the Public." The compilation was made by Anne Catherine Strlekar. The librarian informs the Schoolmaster that the bibliography is available for loan purposes.

It will be a surprise to many to know that there have been a sufficient number of articles written upon the topic of fraud in general and particularly fraudulent advertising, to warrant a collection of titles of this sort. However, the present bibliography runs into thirty-six single-spaced typewritten pages.

Naturally, the references to **PRINTERS' INK** exceed in number the references to any other paper, but the scope of the bibliography, which lists scores of sources of articles both in the technical and general field of periodical literature, warrants one in the belief that a vast amount of reference material relating to fraud of various sorts as practiced on the consuming public is being accumulated in this country for the benefit of investigators.

E. H. Thomson with Capitol Title & Guaranty Company

Eliot H. Thomson, formerly publicity director of the Washington Loan & Trust Company, Washington, D. C., has been appointed treasurer of the Capitol Title & Guaranty Company of that city.

Appoint Thomas F. Clark Company

The Rushville, Ind., *Telegram*, New Lexington, Ohio, *Tribune* and the Hot Springs, S. D., *Star*, have appointed the Thomas F. Clark Company, Inc., publishers' representative, as their national advertising representative.

John A. Manley, for the last three years manager of sales development for Fairbanks, Morse & Company, Chicago, maker of machinery and pumps, has been elected vice-president in charge of sales.

Newspaper Publishers to Meet

The semi-annual convention of the American Newspaper Publishers' Association will be held from November 12 to 14, at the Cavalier Hotel, Virginia Beach, Va.

WANTED ||| A VISUALIZER and More!

An organization located in New York City, occupying a position of leadership in advertising, desires a young man, who is a visualizer—and more.

Qualifications are unusual creative ability, a faculty for dramatizing merchandising ideas in terms of color and figure composition.

The man wanted may be at present in an outstanding Art Department who desires an immediate opportu-

nity to demonstrate ability which his present association does not afford.

Because of the peculiar and important nature of the position, the manner in which it is filled has a largely determining effect on the growth of the business as a whole. The opportunity for financial return, therefore, is unusual.

In writing it is requested that full particulars be given covering education and business experience, also state age and salary expected.

All communications will be held in strict confidence. M-Box 291, P. I.

Multigraph Ribbons Re-inked

Our **SUR-T-FIX** process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-inking you can buy.

Send 3 Ribbons to be Re-inked at our expense

W. Scott Ingram, Inc.

57 Murray St., New York City

"GIBBONS knows CANADA"

GIBBONS Limited Advertising Agents

Toronto Montreal Winnipeg Vancouver Hamilton London, Eng.
New York Office 2152 Grapher Bldg. Thomas L. Briggs, Manager for United States

Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

One who has a large acquaintance among national advertisers and agencies will find a money-making opportunity without interfering with his present position. Strictly confidential. Box 590, P. I.

Trade Paper, established over ten years, with no direct competition, for sale because of owner's other interests. Box 570, Printers' Ink.

WANTED—Capable aggressive Chicago Advertising Man with following for partnership in new agency. No investment necessary. Replies strictly confidential. Unusual opportunity. Address Box 560, Printers' Ink, Chicago.

ADVERTISING SALESMAN

With opportunity to obtain partnership in growing art and advertising studio located in Illinois. Must be experienced and original in copy writing and selling art work. Write for details. Box 584, P. I.

Rich Hill, Missouri—wants printing plant with equipment for publishing magazine with over 100,000 circulation. This contract, which will extend over a period of several years, will pay \$4,000 to \$6,000 monthly. Address Commercial Club.

HELP WANTED

REPRESENTATIVE

SALES, STEEL-ENGRAVED STATIONERY. PROFITABLE. BOX 426, COLUMBUS, OHIO.

Wanted—Thoroughly experienced first-class advertising solicitor to represent in Eastern territory an old-established trade-paper—the leader in its field. Please give age, also in detail your experience, references and salary wanted. Box 589, P. I.

Woman Copywriter—for expanding New York agency. Must have written effectively for style merchandise and had agency experience. Write fully about past connections and salaries. Send one sample piece of style copy. Box 577, Printers' Ink.

Salesman Wanted—Good salesman, to sell an Agency service to newspaper advertisers. Open and above board. No get-rich-quick or fly-by-night scheme, but permanent position with responsible, well established Agency. Commissions payable immediately after sale. Write Box 558, Printers' Ink.

Position Open to Sales Manager to take charge of 30 Laundry Routemen, at a good salary. No door-to-door soliciting. Not necessarily experienced in the laundry business. Location—Washington, D. C. Address, stating experience and references, Box 580, P. I.

Advertising Writer wanted to prepare advertisements for industrial trade papers. Experience in writing advertisements and engineering education or training necessary. Location eastern Pennsylvania. Write fully giving experience, age and salary expected. Box 557, Printers' Ink.

Wanted—Advertising salesmen who have had syndicate service experience and are qualified to train men. The men we select will be given protected territory and paid in accordance with their ability to produce our type of salesmen. Applications should state full details of experience including salary expected. Box 559, Printers' Ink.

A high-class publication has an opening for a high-class advertising solicitor. This is an exceptional opportunity for a capable man who can adapt himself to high ideas in advertising and who wishes to make a permanent connection. Full particulars of personal qualifications and experience and references should be given in letter of application. Write Box 561, Printers' Ink.

Young Man Copywriter—for New York agency with some technical knowledge and a particular interest in aviation copy. Agency experience necessary. Will have to handle trade paper and direct-mail as well as consumer work. Write details of past experiences and salaries. Send one sample of aviation or technical copy. Box 576, Printers' Ink.

Sales Manager for Photo-Engraver. We wish a man sensitive to fine craftsmanship to represent us with congenial buyers. The man should instinctively lean away from "go-getter" selling methods toward constructive advisory methods. Buyers are easy to see and success will spring not from electric selling talks but from sound and helpful advice and service. The right man will be properly compensated. Box 586, Printers' Ink.

Advertising Writer

Advertising copywriter wanted by leading Oklahoma newspaper. Must be capable of planning and writing promotion or institutional copy for newspaper. Applicant must also be able to plan and write local advertising campaigns. Only copy and layout experience will not qualify. In answering state age, experience, salary expected, give references. Position permanent. Box 585, Printers' Ink.

WANTED—Experienced Draftsman and Assistant. Preference to those who have had experience in Cabinet work, designing show cases, interior store fixtures, etc. Please state qualifications. Address—Engineer, Box No. 1, Station O, New York City.

MISCELLANEOUS

AUTHORS

Manuscripts neatly and accurately typed. Prompt service, reasonable rates, satisfaction guaranteed. M. L. Cubbon, 610 So. Birch St., Santa Ana, California.

Circulars expertly prepared. Copywriter thoroughly experienced in this type of advertising can undertake evening work in preparation of circulars, sales promotion letters, etc. Charges reasonable. Box 566, Printers' Ink.

POSITIONS WANTED

ADVERTISING—sales promotion—direct mail specialist, wide experience; assist manufacturer part time. Box 565, P. I.

Young man, 25, desires connection with advertising agency; 6 years' New York advertising experience; thorough knowledge space buying, estimating and checking. Box 562, Printers' Ink.

SOLICITOR—former space buyer with eight years' varied agency experience, now selling for specialized field—seeks connection with established publication or representative. Box 588, Printers' Ink.

Advertising Manager—for manufacturer or wholesaler, selling to dealers or consumers. Capable taking charge advertising department, sales correspondence follow up. East. Box 587, P. I.

MUSICAL DIRECTOR

Experienced. Desires connection with Advertising Agency, radio department, Active or Advisory capacity. Steady or part-time service. Box 564, P. I.

AVAILABLE

Man 29—7 years' experience with agencies and publishers in sales marketing and research work. Salary of secondary importance. Box 578, Printers' Ink.

PROMINENT TYPOGRAPHER

whose unusual creations gain frequent trade paper reproduction. Practical printer, has been foreman, knowledge all processes. Box 573, Printers' Ink.

AVAILABLE—

ACCOUNT EXECUTIVE

This man is an unusually able writer and contact man. His marketing experience is equally thorough. The result is an Account Executive in a position to render signal service for an Agency. Box 574, Printers' Ink, Chicago office.

OUTSTANDING COPY WRITER AND VISUALIZER HOLDING HIS OWN WITH COUNTRY'S BEST

Creator well-known NATIONAL—MAIL ORDER—DIRECT MAIL campaigns recognized unusually good advertising; interesting story awaits concern requiring highest type ability; N. Y. leading 4A agency experience; go anywhere. Box 571, P. I.

ARTIST—Lady versatile, several years experience in layouts and finished work for advertising agencies and art services. Desires permanent position. Box 567, Printers' Ink.

Young Man—21, recent college graduate, schooled along copy writing and layout lines with 3 months' selling experience on trade journal—desires opportunity with agency, advertiser, publication (preferably inside work). Box 563, P. I.

ARTIST with thorough fine arts training wishes position in lithographing house, advertising agency, or art service. Experienced in layouts for counter and window displays, etc. Lettering. Remuneration secondary. Box 568, P. I.

ART DIRECTOR

or assistant, long experienced 4A Agency. Smart, up-to-the-minute layouts. Good contacts, well-known artists and services. Worth \$5,000. Available immediately. Box 579, Printers' Ink.

DIRECT MAIL

Market and sales analysis of direct-mail problems, sound plans, creating finished roughs of mailing pieces, writing result-producing copy. Box 572, P. I.

Magazine Advertising Management or Representation—Man of wide experience in magazine representation and management—successful solicitor—printed promotion man—letter writer—supervisor of territories wants new connection. New York headquarters. Box 581, P. I.

Advertising Salesman

Magazine or newspaper. Age 30. College education. With 10 years' sales and AAAAA agency experience. Traveled eastern and southern territories for world's largest wholesalers. Box 569, P. I.

Advertising-Sales Executive—Fourteen years' creative and sales experience involving Manufacturing, Retailing, Newspapers, Agencies, Syndication. Has traveled nationally; thirty-two, energetic, determined. Will show results as account executive, super-salesman, director, or utility man for organization demanding broad experience. Box 583, Printers' Ink.

ADVERTISING MAN

In spite of repeated disappointment in my search for an opening, I am still resolved to find beginner's job in advertising agency. There is every reason why I should be given opportunity, since I have ambition, intelligence, determination and interest. Answer Advertiser, 143 East 38th Street, New York City.

Available

Visualizer--Layout Man

YOUNG, versatile, creates striking, clean-cut layouts. Puts over the message graphically. Agency experience. Knows production, type, etc. Box 582, P. I.

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Covering the Construction Industry in the Most Economical Way

You can tell your advertising story to the huge civil engineering-construction field in the most economical way by the use of the Gillette Construction Group.

The unusually low combination rates offered by *ENGINEERING AND CONTRACTING*, *ROADS AND STREETS* and *MUNICIPAL NEWS AND WATER WORKS* in their complete coverage of this field, establish a \$5.28 rate per page per thousand. This is made possible for you because of the large *QUALITY* circulation of each individual magazine in its own specialized portion of the industry.

In addition to the thorough coverage of this field at the lowest possible rates, you will receive the benefits of the many complete services which have been made possible for our advertisers. If you are not getting as much for your advertising dollar in the construction industry as you should, or think you should, it will pay you to write for information on the Gillette Construction Group.

GILLETTE PUBLISHING CO.

221 East 20th Street, Chicago

SAN FRANCISCO

CLEVELAND

NEW YORK

THE CHICAGO TRIBUNE

ANNOUNCES
THE APPOINTMENT OF

W. E. MACFARLANE
AS BUSINESS MANAGER

9
AND

W. E. DONAHUE
AS ADVERTISING MANAGER

NOVEMBER 1, 1928

